

SECRETARY OF INTERIOR UDALL PRAISES "DAVID BRINKLEY'S JOURNAL"  
FOR ITS RECENT PROGRAM ON STRIP MINING

Stewart L. Udall, Secretary of the Interior, has praised David Brinkley's program on strip mining that was broadcast in color Monday, Jan. 21 on NBC-TV's "David Brinkley's Journal."

In a telegram to William R. McAndrew, Executive Vice President, NBC News, Secretary Udall said, "Hearty congratulations to NBC and 'David Brinkley's Journal' for exposing the harsh realities of reckless strip coal mining. Your television portrayal constitutes fine public service and should both alarm and awaken Americans everywhere.

"It is my fondest hope that such courageous efforts will inspire restoration of these waste lands and halt further permanent damage to our land."

NBC-TV STARS LORNE GREENE AND JOE E. ROSS  
VISIT BUFFALO FOR TELETHON BENEFIT

Two NBC-TV stars -- Lorne Greene from Hollywood and Joe E. Ross from New York -- will go to Buffalo, N.Y., to head up a 17-hour telethon to be presented on NBC affiliate WGR-TV during the weekend of Feb. 2-3. The telethon will be for the benefit of the Variety Club of Buffalo. Greene stars as Ben Cartwright on NBC-TV's "Bonanza" color series (Sundays, 9-10 p.m. EST) and Ross stars as Officer Gunther Toody of NBC-TV's "Car 54, Where Are You?" comedy series (Sundays, 8:30 p.m. EST).

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## SHARI LEWIS HONORED FOR AID TO N.Y. HARD-OF-HEARING CHILDREN

For two years NBC-TV star Shari Lewis has conducted bi-weekly classes in origami (folding paper puppets) for New York's hard-of-hearing children and now her efforts are to be recognized with a silver plaque and a luncheon.

The League for the Hard of Hearing, New York chapter, has announced it will honor Shari Feb. 5 at the Plaza Hotel. Her plaque will be presented by Dr. Samuel Rosen, internationally known ear surgeon.

The citation for the petite redhead, who stars in NBC-TV's color series, "The Shari Lewis Show" (Saturdays, 10 a.m. EST), reads in part:

"She understood a child's need to explore the far reaches of the human mind, and found within herself the magic tools with which to lead him toward man's greatest adventure -- life."

Shari says she looks forward to each session with the hard-of-hearing youngsters in their classrooms at 71 West 23rd Street, Manhattan, and adds: "It's a challenge. When some of these little darlings read my lips that we are going to make a fish -- they want to know what a fish is. But they are very bright and thirsty for knowledge, and learn quickly, despite their handicap."

She brings small groups of the children to the NBC studios and their beaming faces reflect their enjoyment as they watch her puppetry, pantomime, dancing, singing and acting.

Shari recently authored a book on origami titled "Folding Paper Puppets." She has also been asked to write the article on puppetry for a new edition of the Encyclopaedia Britannica to be published in 1964.

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NBC-New York, 2/1/63







NBC COLOR TELEVISION NEWS

February 4, 1963

"A COUNTRY CALLED EUROPE"

TV's First Basic Primer on Common Market's Emergence as World  
Power Will Be Presented in Color as NBC News Special

"A Country Called Europe," a special NBC News program examining the emergence of the Common Market as a world power and the changes it has brought to the lives of its 168,000,000 people, will be presented in color on the NBC-TV Network Sunday, March 3 (10-11 p.m. EST).

Producer Reuven Frank said that the program would be television's first basic primer on the Common Market, showing what it is and how it works. He added that, in view of the recent French veto of British membership, the program would be geared to cover any last-minute developments in the Common Market story.

NBC News correspondent John Chancellor, who will be on-the-air reporter, describes the new community of France, Germany, Italy, Belgium, the Netherlands and Luxembourg as "the greatest concentration of social, political and economic potential in the history of civilization."

Frank, who recently produced "The Tunnel" documentary on an underground escape from East Berlin, said that the new program was one of the most difficult he has ever produced. He said that, unlike "The

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Tunnel" with its single location, the wide scope of the Common Market story required filming at more than 40 different places.

"Europeans told us we would never be able to do a program on the market," Frank said. "As one of them put it, 'It's all around you, but you can't see it.' Actually, I believe we have managed to film its essence -- a quickening tempo of life, a new awareness among Europeans that they are Europeans, and -- what may come as a surprise to many Americans -- the fact that postcard Europe is rapidly disappearing."

"A Country Called Europe" was filmed by an NBC News crew that made three trips to Europe and spent more than three months in the six Common Market countries. Director of the program is Walter Kravetz and film editor is Fred Flamenhaft.

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NBC-New York, 2/4/63







February 4, 1963

CAST ANNOUNCED FOR WORLD PREMIERE OF MENOTTI'S "LABYRINTH"

BY THE NBC OPERA COMPANY IN FULL-HOUR COLOR TELECAST

The cast for the world premiere performance of Gian Carlo Menotti's opera "Labyrinth" by the NBC Opera Company Sunday, March 3 (NBC-TV color broadcast, 2-3 p.m. EST) has been announced by producer Samuel Chotzinoff. Judith Raskin, soprano, and John Reardon, baritone, head the cast which also includes tenors Frank Porretta and Robert White, mezzo-sopranos Beverly Wolff and Elaine Bonazzi, basses Leon Lishner and John West, and actor Nikiforos Naneris.

Miss Raskin will play the role of the bride in this surrealistic opera. She has been highly acclaimed in her previous appearances with the NBC Opera Company in "Don Giovanni," "Deseret," "Fidelio" and "Dialogues of the Carmelites." Last year she made her debut at the Metropolitan Opera and is now one of the leading performers there. She has sung with the New York City Opera and other leading opera companies and festivals in the U. S.

John Reardon has successfully divided his career between opera and musical comedy. He will sing the role of the bridegroom in Menotti's opera. It was in a small part in Menotti's "The Saint of Bleecker Street" that Reardon first appeared with the NBC Opera Company. He later portrayed Masetto in "Don Giovanni" and Papageno in "The Magic Flute" on NBC-TV. He has sung leading roles with the New

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York City Opera and other leading companies of the U. S. On Broadway he has had leading parts in such long-run hits as "New Faces of 1956" and "Do-Re-Mi" starring Phil Silvers.

Leon Lishner is a familiar figure to American audiences as King Balthasar in all the presentations on NBC-TV of Menotti's "Amahl and the Night Visitors." In his new opera he will portray Death. Lishner is currently teaching at the University of Nebraska. He has sung with the New York City Opera, Central City Opera and Santa Fe Opera, as well as widely in concert with leading orchestras. on NBC-TV he also has appeared in Dello Joio's "Trial at Rouen," Menotti's "The Saint of Bleecker Street," Britten's "Billy Budd" and Prokofiev's "War and Peace."

Frank Porretta is the handsome tenor who played the lover Avito in the NBC Opera production of "The Love of Three Kings" which was repeated this January. He also played Dimitri in "Boris Godunov" on NBC-TV. Porretta has appeared with the New York City Opera Company, the Santa Fe Opera and other leading opera companies, as well as with symphony orchestras throughout the U. S. In this new Menotti opera he portrays the Astronaut.

Beverly Wolff, mezzo-soprano, plays the Executive Director. Miss Wolff's only previous appearance with the NBC Opera Company was in the leading role of Leonard Bernstein's "Trouble in Tahiti." She has recently returned from a retirement of several years and has appeared with the Washington Opera Society, the New York City opera and symphony orchestras as well as in solo recitals.

Robert White's only appearance with the NBC Opera Company was in "Boris Godunov" in which he sang the touching role of the Simpleton. He has been soloist with the New York Philharmonic under Leonard Bernstein's direction and was for several years a soloist with the New York Pro Musica society in tours of the U. S. and Europe. The tenor,  
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### 3 - Opera

who will portray the Chess Player in the new Menotti opera, gave several solo recitals last Summer at the Spoleto Festival. His late father, Joseph White, was a nation-wide celebrity on radio as "The Silver Masked Tenor."

Elaine Bonazzi, mezzo-soprano, makes her first appearance with the NBC Opera Company in this opera as the Spy. She has sung with the Santa Fe Opera and in the Santa Fe Stravinsky Festival. Virgil Thomson chose her for the role of Gertrude Stein in the revival of his opera "The Mother of Us All" at the Phoenix Theatre in N. Y. She has sung with the Oratorio Society of New York and with leading symphony orchestras.

John West, bass, as Death's Assistant, also joins the NBC Opera Company for the first time. He has made appearances at the Chautauqua Festival and with the Central City and Santa Fe Opera companies, as well as with many orchestra and oratorio societies. He is a member of the Metropolitan Opera Studio.

Nikiforos Naneris, Greek actor, plays the non-speaking role of the Bellhop. He was discovered by Menotti in Greece, where he played the role of Toby in "The Medium." Actress Katina Paxinou and Menotti joined to give him a scholarship to come to the U. S. for further study. He also has appeared at the Spoleto Festival.

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NBC-New York, 2/4/63



NBC COLOR TELEVISION NEWS



February 4, 1963

BIG ROSTER OF MAJOR SHOWBUSINESS PERSONALITIES  
VISITED "TONIGHT SHOW STARRING JOHNNY CARSON"  
IN THE SERIES' FIRST FOUR MONTHS

In the four months the "Tonight Show Starring Johnny Carson" has been on NBC-TV (Monday through Friday color telecasts, 11:15 p.m. to 1 a.m. EST) a parade of top-name entertainers has graced the panel of the show. Major movie stars, performers from the nation's exclusive supperclubs, and television greats have been in the roster of show-business headliners who have been interviewed by Johnny Carson.

Among the stars who have appeared with Carson are: Allen and Rossi, Tallulah Bankhead, Count Basie, Jack Benny, Red Buttons, Carol Channing, Rosemary Clooney, Joan Crawford, Erroll Garner, Dolores Gray, Peter Lind Hayes and Mary Healy, George Jessel, Bert Lahr, Frankie Laine, Steve Lawrence, Janet Leigh, Jack E. Leonard, Sam Levenson, Shari Lewis, Beatrice Lillie, Sheila MacRae, Hal March, Tony Martin, Raymond Massey, Adolph Menjou, Melina Mercouri, Mitch Miller, Agnes Moorehead, Patrice Munsel, Maureen O'Sullivan, Suzy Parker, Oscar Peterson, Vincent Price, William Saroyan, Maximillian Schell, Roberta Sherwood, Walter Slezak, Peter Ustinov, Rudy Vallee and Andy Williams.

Dozens more will appear during Carson's visit to the West Coast during the first two weeks in March, many of them personalities who have been unavailable because of permanent West Coast residence and work assignments.

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Within the next few months Perry Cross, producer of the "Tonight Show Starring Johnny Carson" also expects to present several outstanding political figures (Sargent Shriver of the Peace Corps, who is booked for Feb. 13, for example), authors, representatives of the various arts, and figures from the front pages of the nation's newspapers.

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NBC-New York, 2/4/63



# NBC TELEVISION NETWORK NEWS

February 4, 1963

## NBC-TV'S "CONCENTRATION" PROGRAM TO SALUTE THE BOY SCOUTS

NBC-TV's "Concentration" program will salute the Boy Scouts of the nation with a brief Scout presentation ceremony Tuesday, Feb. 12 (11:30 a.m. to 12 noon EST).

For its second annual observance of Boy Scout Week, "Concentration" will honor three Scouts who exemplify the 10th point in the Scout Law: "A Scout Is Brave."

Program host Hugh Downs -- a former Boy Scout himself -- will present the three with the Medal of Honor for Lifesaving, for which each of them was cited by the National Boy Scout Court of Honor for saving a life at the risk of his own. The three Scouts to be honored are:

Cub Scout Michael Hayden, 10 years old, of South Coventry, Conn., who led two sisters from a burning house.

Eagle Scout Dale R. Jelly, 18, of Short Hills, N. J., who jumped into the Charles River to save a would-be suicide.

Life Scout Richard Laskay, 13, of North Tonawanda, N. Y., who saved two boys swimming in Lake Erie after they were swamped by a giant wave.

The studio audience for the Scout show will be composed of Boy Scouts, Cub Scouts and Scout leaders from the Greater New York Councils, Boy Scouts of America.

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# NBC TELEVISION NETWORK NEWS

February 4, 1963

GOOD REASON FOR TV ELATION  
IS OGDEN NASH'S LAUREATION  
Poet (with His Verses Gay) to Be Regular on 'Today'

Ogden Nash, whose humorous poetry has entertained readers since his first book of verse was published in 1931, has been named "poet laureate" of NBC-TV's "Today" show and will appear regularly on the series starting Friday, Feb. 8.

In each visit, Nash will read his inimitable verse on a selected subject. For his initial appearance as "poet laureate" the subject will be children.

He will return to the program Friday, Feb. 15 when the topic will be dogs. That week will mark the opening of the annual Westminster Kennel Club Dog Show in New York. The dates for his future visits and the subjects will be announced.

Nash will be the fourth member of "Today's" "stock company" of well-known personalities who appear regularly to comment on developments in their own specialized field of interest.

The others include social historian Cleveland Amory, former New York Times art critic Aline Saarinen and New York Post drama critic Richard Watts.

Nash's best-known books include "Parents Keep Out," "You Can't Get There From Here," "Custard, the Dragon," "The New Nutcracker Suite and Other Innocent Verses" and "Everyone But Thee and Me." The last two works were published in 1962. He is also a frequent contributor to magazines.

"Today" is telecast Monday through Friday from 7-9 a.m. EST.

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# MONITOR

THE NBC WEEK-END RADIO SERVICE

February 4, 1963

TOP STARS PARTICIPATE IN 55-MINUTE 'MONITOR 63'

SALUTE TO JIMMY DURANTE FOR HIS 70TH BIRTHDAY

Dinah Shore, Peter Lawford, Sammy Davis Jr., George Burns, George Jessel, Jack Benny and Garry Moore, among other top stars, join in a special 55-minute salute to Jimmy Durante for his 70th birthday Saturday, Feb. 9 (9:05-10 p.m. EST) on NBC Radio's "Monitor 63." The comedian's actual birthdate is Feb. 10.

The stars will tell their favorite anecdotes about Durante, and the guest of honor will be heard in a special interview. In addition the pre-taped program will feature a montage of vignettes from classic Durante radio shows of the past, in which he teamed with such stars as Tallulah Bankhead, Don Ameche, Victor Moore, Dorothy Lamour and Bing Crosby.

Also included in the birthday salute are excerpts from commercial recordings of Durante with Al Jolson, Eddie Cantor, Helen Traubel and Ethel Barrymore, and an act with the original team of Clayton, Jackson and Durante.

NOTE TO EDITORS: The "Monitor 63" Highlights schedule dated 2/1/63 listed 9-9:30 p.m. EST as broadcast time for the Jimmy Durante birthday tribute. Correct time is 9:05-10 p.m. EST).

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WEEK'S GUESTS LISTED FOR WNBC-TV'S  
"NEWSPAPER OF THE AIR"

New York newspaper reporters and columnists scheduled to appear as guests on WNBC-TV's "Newspaper of the Air" this week are as follows:

Monday, Feb. 4 -- John David Griffin of the Mirror, Heloise of the Journal-American, Herb Kamm of the World-Telegram & Sun, Bill Slocum of the Mirror and Red Smith of the Herald Tribune.

Tuesday, Feb. 5 -- Patricia Peterson of the Times, Richard K. Doan of the Herald Tribune, John Wilson of the Times, Frank Farrel of the World-Telegram & Sun and Ralph Schoenstein of the Journal-American.

Wednesday, Feb. 6 -- Val Adams of the Times, Ruth Preston of the Post, Craig Claiborne of the Times and Art Buchwald of the Herald Tribune.

Thursday, Feb. 7 -- Emily Genauer of the Tribune, Robert Lipsyte of the Times and Ralph Schoenstein of the Journal-American.

Friday, Feb. 8 -- Robert Williams of the Post, Dave Hoffman of the Tribune and Tom Wolfe of the Tribune.

"Newspaper of the Air" is presented Mondays through Fridays (5-6:30 p.m. EST) during the strike shutdown of nine New York dailies.

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NBC-New York, 2/4/63



BETTY QUADT IS NAMED NBC COORDINATOR  
OF PUBLIC SERVICE ANNOUNCEMENTS

Betty Quadt has been named NBC Coordinator of Public Service Announcements, succeeding Hilda Watson, who retired Jan. 31. Edward Stanley, NBC Director of Public Affairs, announced the appointment today.

In her new post, Miss Quadt will act as network liaison with and consultant to the Advertising Council, national welfare organizations, and government and civic agencies. For the past two years, she has been production assistant to Robert Northshield, producer of special programs for NBC News. Miss Quadt, a native New Yorker, joined NBC in 1947 as a secretary in the News Department.

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NBC-New York, 2/4/63





RECORD \$7,500,000 IN SALES MADE FOR NBC-TV'S "TONIGHT"

SINCE JOHNNY CARSON BECAME SERIES' STAR IN OCTOBER

A record \$7,500,000 in sales on NBC-TV's "Tonight" show has been made since Johnny Carson became its star last October and the program is achieving audience levels among the highest in its history, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network. Mr. Scott said the "Tonight Show Starring Johnny Carson" is completely sold through June with many orders placed through December.

"We are delighted with the advertiser, viewer and critical response to the program," Mr. Scott said. "The 'Tonight Show Starring Johnny Carson' currently attracts more than 3,000,000 homes a minute and year-round sponsorship has become a definite pattern among many of the program's advertisers. The largest number of stations in the 'Tonight' show's history, 201, now carry the program. Current full-year advertisers include: Block Drug Co., Revere Camera Co., Minnesota Mining & Manufacturing, Sunbeam Corporation and Liggett & Myers Tobacco."

Agencies for the above advertisers are: Block Drug (Lawrence C. Gumbinner Advertising); Revere Camera (Erwin Wasey, Ruthrauff & Ryan); Minnesota Mining & Manufacturing (Cye Landy Advertising); Sunbeam (Perrin & Associates); Liggett & Myers (J. Walter Thompson Co.).

(The "Tonight Show Starring Johnny Carson" is telecast in color Mondays through Fridays, 11:15 p.m.-1 a.m. EST.)

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NBC-New York, 2/5/63



EIGHT-WEEK STATISTICS SHOW LARGE TOTAL OF SPECIAL  
NEWS PROGRAMMING ON WNBC-TV AND WNBC (RADIO)  
DURING STRIKE SHUTDOWN OF 9 NEW YORK DAILIES

Through the eighth week of the strike that led to the shutdown of nine New York newspapers, WNBC-TV and WNBC (radio) have broadcast 269 hours, 18 minutes of news that is in addition to regular news programs on both stations.

This period commences Saturday, Dec. 8, when the strike began, and extends to Friday, Feb. 1. During this time, WNBC-TV carried a total of 85 hours, 5 minutes of regular news -- news that would have been broadcast had there been no strike -- and because of the shutdown, an additional 119 hours, 25 minutes of news.

WNBC (radio), for this same period, carried 261 hours, 34 minutes of regular news plus an additional 149 hours, 53 minutes of extra news.

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NBC-New York, 2/5/63





NBC COLOR TELEVISION NEWS

February 6, 1963

PHOTOPLAY'S 41ST ANNUAL GOLD MEDAL AWARDS TO BE PRESENTED  
DURING "TONIGHT SHOW STARRING JOHNNY CARSON" FEB. 28

The 41st Annual Gold Medal Awards of Photoplay magazine will be presented formally on the Thursday, Feb. 28 "Tonight Show Starring Johnny Carson" (NBC-TV color telecast, 11:15 p.m.-1 a.m. EST). Five awards voted by the movie-going and television-viewing public will be presented.

The five categories are: outstanding female star, outstanding male star, most promising new actress, most promising new actor and best picture of the year.

The awards, the oldest in the entertainment industry, are based on a reader poll conducted by the magazine.





February 6, 1963

CORRECTIONS FOR AGENCIES LISTED IN SALES STORY  
ON 'TONIGHT SHOW STARRING JOHNNY CARSON'

The following corrections are made for the advertisers' agencies in the Feb. 5 press release regarding record \$7,500,000 sales in NBC-TV's "Tonight Show Starring Johnny Carson" color series:

Block Drug Co. is represented by Sullivan, Stauffer, Colwell & Bayles, and Grey Advertising, as well as Lawrence C. Gumbinner Advertising.

Minnesota Mining & Manufacturing is represented by MacManus, John & Adams.

Revere Camera Co. Div. of Minnesota Mining & Manufacturing is represented by Erwin Wasey, Ruthrauff & Ryan.

Sunbeam Corporation is represented by Foote, Cone & Belding and Perrin & Associates.

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BUSY LECTURE SCHEDULE AHEAD FOR PAULINE FREDERICK OF NBC NEWS

Pauline Frederick, NBC News United Nations correspondent, is in demand as a lecturer.

Between now and the Summer, she will speak before 17 different groups, ranging from executives clubs to a convention of church women. Her engagements will take her across the country, from Jacksonville, Fla., to Spokane, Wash., as well as to Atlanta, Ga.; Detroit, Mich.; Phoenix, Ariz., and many other cities.

A list of Miss Frederick's speaking engagements follows:

Feb. 8 -- Regional meeting of the American Association of Advertising Agencies in Atlanta, Ga.

Feb. 14 -- Tucson, Ariz., Executives Club.

Feb. 15 -- Phoenix, Ariz., Executives Club.

Feb. 26 -- The Town Hall Organization, Fort Lauderdale, Fla.

March 14 -- Grosse Point, Mich.

March 15 -- Mercy College, Detroit, Mich.

March 27 -- St. John's Dinner Club, Jacksonville, Fla.

April 3 -- The Community Club of Garden City, N.Y.

April 5 -- Inland Empire Association in Spokane, Wash.

April 9 -- The Junior League of Flint, Mich.

April 19 -- Matrix Dinner of the Indianapolis, Ind., chapter of Theta Sigma Phi, women's journalism society.

April 24 -- Youngstown, Ohio, Y.M.C.A.

May 2 -- The Camden County Association in Camden, N.J.

May 3 -- Celebrity Series of the Grace Episcopal Church Auxiliary, Hinsdale, Ill.

May 7 -- Wisconsin State College, River Falls, Wis.

July 25 -- Guilford College, Greensboro, N.C.

Aug. 17 -- American Lutheran Church Women Convention, St. Louis, Mo.





CREDITS FOR 'EISENHOWER ON LINCOLN AS COMMANDER-IN-CHIEF'

ON NBC-TV MONDAY, FEB. 11 (9:30-10 P.M. EST)

Description: An NBC Special Projects program in which former President Dwight D. Eisenhower appraises Abraham Lincoln's military role. The program was filmed in General Eisenhower's study in Gettysburg, Pa., where he speaks with historian Bruce Catton, author of many books on the Civil War and winner of the 1954 Pulitzer Prize for history with his "Stillness at Appomattox."

Produced by James Nelson

Directed by Lynwood King

Executive Producer: Donald B. Hyatt

Associate Producer: Robert I. Garthwaite

Music by Robert Russell Bennett

Director of Photography: Arthur Ornitz

Sound: William Nallan Jr.

Art Director: Otis Riggs

Edited by Silvio D'Alisera

Assistant Editor: James Pallan

Unit Manager: Robin Bursch

Production Assistant: Janice Freedman

Special Consultant to Gen. Eisenhower: Robert Montgomery

Sponsor: Union Central Life Insurance Company

Agency: Meldrum & Fewsmith, Inc.

NBC Press Representative: Arthur Oppenheim

An interesting project program is being  
presented tonight at 9:30 p.m. in the  
auditorium of the Lincoln Center.  
The program was filmed in Germany.  
The program is a study in German, for  
the actors with German names. The  
subject of the study is on the film  
which of the 1954 Pulitzer Prize for  
drama with the "Garden of Eden".

John H. H. H.

Lyndon B. H.

David H. H.

Robert H. H.

James H. H.

John H. H.

William H. H.

John H. H.

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John H. H.

FBI PUTS TEETH INTO CRIME DETECTION,  
NBC NEWS' RICHARD HARKNESS REPORTS

Criminals who want to be successful had better keep their mouths shut, NBC News correspondent Richard Harkness reports.

Harkness tells of a burglar who was apprehended because of his front teeth. It seems a grocery was looted. The thief left no fingerprints and the police had no description. But unable to bypass a tempting piece of cheese, the burglar took a bite.

The tooth marks in the cheese enabled the police to trace the thief, Harkness reports, and put the bite on the man.

Harkness says Paul M. Stombaugh, a special agent of the FBI, lectured recently in Washington about the importance of teeth in criminal investigation.

Stombaugh cited the example of a second-story man who, in the process of looting a house, spotted a jar of peanut butter and helped himself. Police nabbed the crook and the prosecution's Exhibit No. 1 in Court was the mark of the man's buck teeth in peanut butter.

"Agent Stombaugh does not go so far as to say that detectives will soon be looking for tooth marks at the scene of every crime," Harkness says. "The old-fashioned method of using fingerprints for identification of criminals is still the tried-and-true police method."

But Stombaugh points out that the underworld knows this well and, so as not to leave fingerprints, hoodlums wear gloves or have their prints removed. But few criminals are making the effort to alter their bite. Stombaugh says, "Criminals just don't like to go to the dentist."

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NBC-New York, 2/6/63





NBC COLOR TELEVISION NEWS



February 6, 1963

NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For March, 1963 (All Times EST)

The following programs are broadcast in color Mondays  
through Fridays:

6:30-7 a.m. "Continental Classroom": "American Government."  
10:30-11 a.m. Play Your Hunch."  
11-11:30 a.m. "The Price Is Right."  
12 noon-12:30 p.m. "Your First Impression."  
2-2:55 p.m. "The Merv Griffin Show."  
11:15 p.m.-1 a.m. "The Tonight Show Starring Johnny Carson."

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Friday, March 1

8:30-9:30 p.m. -- "Sing Along with Mitch."  
9:30-10 p.m. -- "The Price Is Right."  
10-11 p.m. -- "The Jack Paar Program."

Saturday, March 2

9:30-10 a.m. -- "The Ruff and Reddy Show."  
10-10:30 a.m. -- "The Shari Lewis Show."  
10:30-11 a.m. -- "King Leonardo and His Short Subjects."  
12:30-1:30 p.m. -- "Exploring."  
3:30-5 p.m. -- "Sports International With Bud Palmer."  
5-6 p.m. -- "All Star Golf."  
8:30-9 p.m. -- "The New Joey Bishop Show."  
9-11 p.m. -- "Saturday Night at the Movies."

Sunday, March 3

2-3 p.m. -- NBC Opera Company presents Gian Carlo Menotti's  
"Labyrinth."  
3:30-4 p.m. -- "Mutual of Omaha's Wild Kingdom."  
4-5 p.m. -- "Shell's Wonderful World of Golf."  
5:30-6 p.m. -- "The Bullwinkle Show."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."  
10-11 p.m. -- News Special, "A Country Called Europe."  
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## 2 - NBC-TV March Color Schedule

### Monday, March 4

7:30-9:30 p.m. -- "Saturday Night at the Movies."  
10-10:30 p.m. -- "David Brinkley's Journal."

### Tuesday, March 5

7:30-8:30 p.m. -- "Laramie."  
8:30-9:30 p.m. -- "Empire."

### Wednesday, March 6

7:30-9 p.m. -- "The Virginian."  
9-10 p.m. -- "Perry Como's Kraft Music Hall."

### Thursday, March 7

9:30-10 p.m. -- "Hazel."  
10-11 p.m. -- "The Andy Williams Show."

### Friday, March 8

8:30-9:30 p.m. -- "Sing Along with Mitch."  
9:30-10 p.m. -- "The Price Is Right."  
10-11 p.m. -- "The Jack Paar Program."

### Saturday, March 9

9:30-10 a.m. -- "The Ruff and Reddy Show."  
10-10:30 a.m. -- "The Shari Lewis Show."  
10:30-11 a.m. -- "King Leonardo and His Short Subjects."  
12:30-1:30 p.m. -- "Exploring."  
3:30-5 p.m. -- "Sports International with Bud Palmer."  
5-6 p.m. -- "All Star Golf."  
8:30-9 p.m. -- "The New Joey Bishop Show."  
9-11 p.m. -- "Saturday Night at The Movies."

### Sunday, March 10

3:30-4 p.m. -- "Mutual of Omaha's Wild Kingdom."  
4-5 p.m. -- "Shell's Wonderful World of Golf."  
5:30-6 p.m. -- "The Bullwinkle Show."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."

### Monday, March 11

7:30-9:30 p.m. -- "Monday Night at the Movies."  
10-10:30 p.m. -- "David Brinkley's Journal."

### Tuesday, March 12

7:30-8:30 p.m. -- "Laramie."  
8:30-9:30 p.m. -- "Empire."

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### 3 - NBC-TV March Color Schedule

#### Wednesday, March 13

7:30-9 p.m. -- "The Virginian."  
10-11 p.m. -- "Bell Telephone Hour."

#### Thursday, March 14

7:30-8:30 p.m. -- NBC News Special, 'California...The Most.'  
9:30-10 p.m. -- "Hazel."  
10-11 p.m. -- "The Andy Williams Show."

#### Friday, March 15

8:30-9:30 p.m. -- "Sing Along with Mitch."  
9:30-10 p.m. -- "The Price Is Right."  
10-11 p.m. -- "The Jack Paar Program."

#### Saturday, March 16

9:30-10 a.m. -- "The Ruff and Reddy Show."  
10-10:30 a.m. -- "The Shari Lewis Show."  
10:30-11 a.m. -- "King Leonardo and His Short Subjects."  
12:30-1:30 p.m. -- "Exploring."  
3:30-5 p.m. -- "Sports International with Bud Palmer."  
5-6 p.m. -- "All Star Golf."  
8:30-9 p.m. -- "The New Joey Bishop Show."  
9-11 p.m. -- "Saturday Night at the Movies."

#### Sunday, March 17

3:30-4 p.m. -- "Mutual of Omaha's Wild Kingdom."  
4-5 p.m. -- "Shell's Wonderful World of Golf."  
5:30-6 p.m. -- "The Bullwinkle Show."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."  
10-11 p.m. -- "The Dinah Shore Show."

#### Monday, March 18

7:30-9:30 p.m. -- "Monday Night at the Movies."  
10-10:30 p.m. -- "David Brinkley's Journal."

#### Tuesday, March 19

7:30-8:30 p.m. -- "Laramie."  
8:30-9:30 p.m. -- "Empire."

#### Wednesday, March 20

7:30-9 p.m. -- "The Virginian."  
9-10 p.m. -- "Perry Como's Kraft Music Hall."

#### Thursday, March 21

9:30-10 p.m. -- "Hazel."  
10-11 p.m. -- "The Andy Williams Show."

(more)

Page 10

10:00 a.m. -- "The Great Escape"  
10:30 a.m. -- "The Great Escape"

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10:30 a.m. -- "The Great Escape"  
11:00 a.m. -- "The Great Escape"  
11:30 a.m. -- "The Great Escape"

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11:30 a.m. -- "The Great Escape"  
12:00 p.m. -- "The Great Escape"  
12:30 p.m. -- "The Great Escape"

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12:30 p.m. -- "The Great Escape"  
1:00 p.m. -- "The Great Escape"  
1:30 p.m. -- "The Great Escape"  
2:00 p.m. -- "The Great Escape"  
2:30 p.m. -- "The Great Escape"  
3:00 p.m. -- "The Great Escape"

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3:00 p.m. -- "The Great Escape"  
3:30 p.m. -- "The Great Escape"  
4:00 p.m. -- "The Great Escape"  
4:30 p.m. -- "The Great Escape"  
5:00 p.m. -- "The Great Escape"  
5:30 p.m. -- "The Great Escape"

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5:30 p.m. -- "The Great Escape"  
6:00 p.m. -- "The Great Escape"

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6:00 p.m. -- "The Great Escape"  
6:30 p.m. -- "The Great Escape"

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6:30 p.m. -- "The Great Escape"  
7:00 p.m. -- "The Great Escape"



#### 4 - NBC-TV March Color Schedule

##### Friday, March 22

8:30-9:30 p.m. -- "Sing Along with Mitch."  
9:30-10 p.m. -- "The Price Is Right."  
10-11 p.m. -- "The Jack Paar Program."

##### Saturday, March 23

9:30-10 a.m. -- "The Ruff and Reddy Show."  
10-10:30 a.m. -- "The Shari Lewis Show."  
10:30-11 a.m. -- "King Leonardo and His Short Subjects."  
12:30-1:30 p.m. -- "Exploring."  
3:30-5 p.m. -- "Sports International with Bud Palmer."  
5-6 p.m. -- "All Star Golf."  
8:30-9 p.m. -- "The New Joey Bishop Show."  
9-11 p.m. -- "Saturday Night at the Movies."

##### Sunday, March 24

3:30-4 p.m. -- "Mutual of Omaha's Wild Kingdom."  
4-5 p.m. -- "Shell's Wonderful World of Golf."  
5:30-6 p.m. -- "The Bullwinkle Show."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."  
10-11 p.m. -- "Du Pont Show of the Week."

##### Monday, March 25

7:30-9:30 p.m. -- "Monday Night at the Movies."  
10-10:30 p.m. -- "David Brinkley's Journal."

##### Tuesday, March 26

8:30-9:30 p.m. -- "Empire."

##### Wednesday, March 27

7:30-9 p.m. -- "The Virginian."  
9-10 p.m. -- "Perry Como's Kraft Music Hall."

##### Thursday, March 28

9:30-10 p.m. -- "Hazel."  
10-11 p.m. -- "The Andy Williams Show."

##### Friday, March 29

8:30-9:30 p.m. -- "Sing Along with Mitch."  
9:30-10 p.m. -- "The Price Is Right."  
10-11 p.m. -- "The Jack Paar Show."

(more)



5 - NBC-TV March Color Schedule

Saturday, March 30

9:30-10 a.m. -- "The Ruff and Reddy Show."  
10-10:30 a.m. -- "The Shari Lewis Show."  
10:30-11 a.m. -- "King Leonardo and His Short Subjects."  
12:30-1:30 p.m. -- "Exploring."  
3:30-5 p.m. -- "Sports International with Bud Palmer."  
8:30-9 p.m. -- "The New Joey Bishop Show."  
9-11 p.m. -- "Saturday Night at the Movies."

Sunday, March 31

1:30-3:30 p.m. -- NBC Opera Company: "St. Matthew Passion," part one.  
3:30-4 p.m. -- "Mutual of Omaha's Wild Kingdom."  
4-5 p.m. -- "Shell's Wonderful World of Golf."  
5:30-6 p.m. -- "The Bullwinkle Show."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."

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NBC-New York, 2/6/63



PRESIDENT KENNEDY'S MESSAGE OPENING RED CROSS CAMPAIGN  
FILMED FOR INCLUSION IN "ANDY WILLIAMS SHOW" FEB. 28

President Kennedy's message commencing the 1963 American Red Cross campaign for members and funds will be carried on NBC-TV's "Andy Williams Show" Thursday, Feb. 28.

The President's remarks were filmed by an NBC News crew in Washington for inclusion in the Williams show. William B. Monroe Jr., Director, NBC News, Washington, supervised the filming.

"The Andy Williams Show" is telecast in color each Thursday, 10-11 p.m. EST. The President's filmed message will be in black and white.

NBC-TV STARS MICHAEL LANDON AND JOE E. ROSS WILL VISIT  
SAGINAW, MICH., TO AID MARCH OF DIMES CAMPAIGN

NBC-TV stars Michael Landon (of "Bonanza") and Joe E. Ross (of "Car 54, Where Are You?") will go to Saginaw, Mich. to appear this Saturday and Sunday (Feb. 9 and 10) on the "Telerama" for the March of Dimes. The stars, along with many Michigan personalities, will appear on WNEM-TV (NBC-TV affiliate in the Bay City-Saginaw area) in the 16½-hour program in behalf of the fund-raising drive.

WNEM-TV is making its facilities available and producing the local program with the hope of breaking all fund-raising records in its area.

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NBC-New York, 2/7/63





TV GUIDE EDITORIAL LAUDS NBC-TV'S "TODAY"  
AS "ONE OF THE MOST CONSISTENTLY  
REWARDING PROGRAMS ON THE AIR"

NBC-TV's early-morning "Today" show is lauded as "one of the most consistently rewarding programs on the air" in an editorial in the Feb. 9 issue of TV GUIDE magazine.

"If you don't watch it regularly," the editorial adds, "you're missing great television." The editorial continues:

"'Today's' charm is in its flexibility. There is no limit to the range of subjects it covers, no set time for interviews or features. And since all aspects of modern life come within 'Today's' purview, it is impossible to tune to the show and not be at least somewhat informed on everything from domestic and foreign affairs to the arts, fashion and travel."

The editorial also singles out the program's regular performers for praise.

"Its interviews with leaders in government, business and labor often make news, thanks to abrasive and persistent Martin Agronsky, a television journalist who has no peer when it comes to digging for facts on the air.

"The show's 'communicator,' Hugh Downs, performs brightly, intelligently and unobtrusively. The lady on the show, Pat Fontaine, also is bright and intelligent...Frank Blair reads the news well and Jack Lescoulie is fine for odd jobs, such as sports."

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NBC-New York, 2/7/63





NBC COLOR TELEVISION NEWS

'BELL TELEPHONE HOUR' WILL BE EXPANDED TO ALTERNATE-WEEK  
COLOR SERIES NEXT SEASON ON NBC-TV NETWORK

FOR RELEASE MONDAY A.M., FEB. 11

The "Bell Telephone Hour," one of television's outstanding musical programs, will be expanded to an alternate-week schedule of color programs next season on the NBC-TV Network, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The programs will be presented on alternate Tuesdays, 10 to 11 p.m. NYT, beginning Sept. 24, and continuing until the following Fall. This will be the first time since the TV series began that it will be telecast during the Summer. Eight "Bell Telephone Hours" were scheduled during the 1962-63 season.

The "Bell Telephone Hour" has traditionally featured the world's leading performers in music and dance. The program is a showcase for leading stars from opera, concert hall, Broadway, motion pictures, nightclubs, folk music, ballet and jazz. Some of those who have appeared in recent seasons have been Birgit Nilsson, Carol Lawrence, Joan Sutherland, Pat Boone, Robert Goulet, Leontyne Price, Fred Waring, Jane Powell, Rudolph Nureyev, Mischa Elman, Harry Belafonte, Rise Stevens, Margot Fonteyn, Beatrice Lillie, Cyril Ritchard and Jose Iturbi.

For 18 years on the NBC Network the "Bell" half-hour weekly program was one of radio's most acclaimed series, presenting classical music with the most celebrated instrumentalists and singers of the age.

(more)







2 - 'Bell Telephone Hour'

When the program turned to television in 1959, the time was increased to a full hour and other fields of music and dance were included.

For the fifth season, Barry Wood will be executive producer for Henry Jaffe Enterprises, the package producer. Donald Voorhees, who has conducted the orchestra since the radio program started, again will be on the podium.

The program is sponsored by the Bell System. N. W. Ayer and Son Inc. is the agency.

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NBC-New York, 2/8/63



NBC-TV BECOMES FIRST NETWORK PRESENTING FILM RECORDINGS  
OF ITS PROGRAMS TO NEW LIBRARY AND MUSEUM OF NATIONAL  
ACADEMY OF TV ARTS AND SCIENCES FOUNDATION.

First Presentation Consists of 17 Programs That Won 428 Awards

FOR RELEASE MONDAY A.M., FEB. 11

NBC-TV became the first network to present film recordings of its television programs to the new Library and Museum of Television of the National Academy of Television Arts and Sciences Foundation, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network. Mr. Scott said NBC made available 16mm films of 17 outstanding programs which, as special programs and representatives of daily and weekly series, have won 428 television awards.

Thomas W. Sarnoff, Vice President, West Coast, NBC, presented the film recordings to Harry S. Ackerman, Chairman of the Library and Museum of Television, at ceremonies in Burbank, Calif., last week. The films are the first of many NBC-TV plans to present to the library.

The NBC-TV programs range from "Meet the Press," TV's oldest continuing series, and "Dragnet," the forerunner of realistic police dramas, to the NBC Opera Company production in English of "Amahl and the Night Visitors" and a "Hallmark Hall of Fame" drama, "The Lark."

The National Academy's Library and Museum of Television will have branches in three cities: New York, Hollywood and Washington, D.C. Sites for the new Library and Museum in those cities are being planned.

(more)



The NBC-TV programs made available are:

"Dragnet," first program, broadcast Jan. 3, 1952

"Hallmark Hall of Fame," presentation: "The Lark," broadcast  
Feb. 10, 1957

"Home" show, broadcast Oct. 3, 1956

"The Jack Paar Show," broadcast Feb. 12, 1958

"Kaiser Aluminum Hour," broadcast Jan. 29, 1957

"Matinee Theater," presentation: "Miracle at Carville,"  
broadcast Dec. 10, 1956

"Meet the Press," broadcast July 15, 1962

"Naughty Marietta," broadcast Jan. 15, 1955

"Project 20," production: "Ragtime Years," broadcast  
Nov. 22, 1960

"Robert Montgomery Presents," broadcast Jan. 2, 1956

"Steve Allen Show," broadcast Dec. 21, 1959

"Victory at Sea," first program, broadcast Oct. 26, 1952

"Zoo Parade," broadcast Nov. 4, 1956

"Amahl and the Night Visitors," production of NBC Opera,  
broadcast Dec. 14, 1958

"VIP," Art Carney special, broadcast Dec. 4, 1959

"Omnibus," broadcast of Oct. 26, 1958

"Perry Como's Kraft Music Hall," broadcast April 18, 1962.

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NBC-New York, 2/8/63





# NBC TELEVISION NETWORK NEWS

February 8, 1963

## PREMIERE

'THE ART LINKLETTER SHOW," WILL HAVE DEBBIE REYNOLDS  
AS GUEST AS THE NEW AUDIENCE-PARTICIPATION SERIES  
STARTS ON NBC-TV IN MONDAY NIGHT TIME-SPOT

Debbie Reynolds, in a rare TV appearance, will be the guest celebrity when "The Art Linkletter Show" -- new audience-participation variety program -- premieres on the NBC-TV Network Monday, Feb. 18 (9:30-10 p.m. EST).

The noted motion picture actress, who stars in the current M-G-M release, "How the West Was Won," will participate in a people-judging segment with Linkletter. She will be asked to predict the reaction of two youngsters to an unusual situation, drawing on her own experiences as a mother, as discussed in her book, "If I Knew Then."

The program will also feature other segments showing individuals in unusual situations. Members of the audience will be asked to judge what happens. Some of these situations will be reenacted by the Linkletter Players, a group of four actors and four actresses. Other incidents will be caught by cameras as they actually take place.

Some of the material for the show will be created by writers Stan Dreben and Hy Freedman. Other segments will be based on material from Pageant Magazine's "The Last Word" and Ernest Mortenson's Book, "You Be the Judge." The extent to which this material is used will vary from show to show.

Executive producer for the show is Wilbur Stark, producer is Irvin Atkins and director is Hal Cooper.

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CREDITS FOR 'THE ART LINKLETTER SHOW' ON NBC-TV

Time: NBC-TV, Mondays, starting Feb. 18 (9:30 to 10 p.m. EST).

Host: Art Linkletter

Format: Audience-participation variety show. Guest celebrities and members of the audience are asked to judge how people will react in unusual situations. Situations will be shown as they actually happened or as re-enacted by the Art Linkletter Players. Departments will include "The Last Word," with material supplied by Pageant Magazine, and "You Be the Judge," based on the book by Ernest Mortenson.

Cast: The Art Linkletter Players (used varyingly from week to week): Ken Berry, Jackie Joseph, Carol Merrill, Ed Holmes, Yvonne Othon, Don Penny, Hazel Shermet.

Executive Producer: Wilbur Stark

Producer: Irvin Atkins

Director: Hal Cooper

Writers: Stan Dreben, Hy Freedman

Factual Material: Authenticated through World Book Encyclopedia

Musical Director: Bob Walters

Production Supervisor: Ted Walsh

Unit Manager: Joe Kay

Art Director: E. Jay Krause

Film Technical Director: Taylor Byars, Leonard Clairmont

Supervising Editor: Mario Maro

Editor: Stanley J. Rabjohn

Lighting: Bud Wilkins

Audio: Bill Levitsky

(more)





2 - Credits for 'Art Linkletter Show'

Origination: NBC-TV Burbank, Calif.

Produced by Artways, in association with the NBC-TV  
Network

Sponsors (and  
Agencies): Miles Laboratories (Wade Advertising Inc.);  
Block Drug Co. (Grey Advertising Inc.);  
Liggett & Myers (J. Walter Thompson  
Company); Helene Curtis (Edward H. Weiss  
& Co.); Polaroid (Doyle Dane Bernbach  
Inc.

NBC Press Rolf Gompertz (Burbank);  
Representatives: Betty Lanigan (New York).

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NBC-New York, 2/8/63



## NBC COLOR TELEVISION NEWS



February 8, 1963

MARILYN GREY, NBC-TV 'COLOR GIRL' IN NEW YORK,  
WILL MAKE LOCAL TV APPEARANCES IN 10 CITIES

Marilyn Grey, NBC-TV's "color girl," will make local appearances on television in 10 Eastern and Midwestern cities over a two-week period, beginning in Boston, Mass., Feb. 11.

As "color girl," Miss Grey sits in front of the color cameras while technicians focus the lenses on her complexion to obtain perfect purity of color before telecasts from New York. Miss Grey first became NBC's "color girl" in February, 1957, when she was selected because of her flawless complexion.

Miss Grey's schedule at NBC-TV affiliated stations follows:

<u>City</u>	<u>Station</u>	<u>Dates</u>
Boston, Mass.	WBZ-TV	Feb. 11
Cleveland, Ohio	KYW-TV	Feb. 12
Cincinnati, Ohio	WLW-TV	Feb. 13
St. Louis, Mo.	KSD-TV	Feb. 14
Minneapolis, Minn.	KSTP-TV	Feb. 15
Chicago, Ill.	WNBQ	Feb. 16, 17 and 18
Pittsburgh, Pa.	WTIC	Feb. 19
Washington, D. C.	WRC-TV	Feb. 20
Baltimore, Md.	WBAL-TV	Feb. 21
Philadelphia, Pa.	WRCV-TV	Feb. 25

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NBC COLOR TELEVISION NEWS



HERBERT GROSSMAN TO CONDUCT WORLD PREMIERE OF MENOTTI'S  
OPERA, "LABYRINTH," ON NBC-TV NETWORK

Herbert Grossman will conduct the world premiere of Gian Carlo Menotti's opera "Labyrinth" in the NBC Opera Company's color presentation Sunday, March 3 on the NBC-TV Network (2-3 p.m. EST).

Grossman, who is associate conductor of the Pittsburgh Symphony, has conducted for the NBC Opera Company on many past occasions. He was conductor of the tape performance of Menotti's "Amahl and the Night Visitors," which has been shown on NBC-TV for the past several seasons. He also was co-conductor during the premiere run of "Maria Golovin" by Menotti at the Brussels World's Fair in 1958, and subsequently conducted it during its run on Broadway.

Grossman conducted Rossini's "The Barber of Seville," Puccini's "Madam Butterfly" and Verdi's "La Traviata" for the NBC Opera Company on TV, and during its two tours of the U. S. he also conducted "The Marriage of Figaro," and "La Traviata" as well as "Madam Butterfly." He first came to the NBC Opera Company as assistant conductor in 1949 when the TV project was being organized.

From 1952 to 1954 he was on the musical staff of the Munich State Opera, and later was a conductor for the New York City Opera Company. For three years he was associate conductor of the Baltimore Symphony. He also conducted opera in that city and in New Orleans. Grossman is one of the relatively few American-born and American-trained conductors who has made an equal success in opera and the concert hall.

NBC-New York, 2/8/63







February 8, 1963

JOHNNY CARSON AND CYRIL RITCHARD WILL BE HONORED DURING  
'TONIGHT' TELECAST FOR THEIR AID TO HEART CAMPAIGN

Johnny Carson and Cyril Ritchard will be presented special awards by the American Heart Association on the Tuesday, Feb. 12 "Tonight Show Starring Johnny Carson" (NBC-TV color telecast, 11:15 p.m.-1 a.m. EST).

They will be commended for their roles in the current fund-raising campaign being conducted by the association. The star of the late-night NBC-TV show and the TV and stage star recently made a record, "The Wonder Engine," for use in the campaign. Gold records of "The Wonder Engine" have been made into special plaques which will be presented to the two stars.

Presentation of the awards will be made on the program, by Dr. James Warren, president of the American Heart Association, after a portion of the record is played for the TV audience.

Dr. Warren will thank both performers on behalf of the association and the "10 million men, women and children who suffer from heart or blood vessel diseases" for having called the attention of people throughout the nation to the fight being made against such diseases by the association.

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"KICKSVILLE, U.S.A.," NBC PUBLIC AFFAIRS DOCUMENTARY, SELECTED AS ONLY  
FILM FOR SHOWING AT MEETING OF WHITE HOUSE COMMITTEE ON NARCOTICS

"Kicksville, U. S. A.," an NBC Public Affairs documentary about drug addiction was selected as the only film for showing at a recent meeting of the White House Committee on Narcotics.

The documentary was selected, a committee spokesman said, because it was judged the most "instructive and the best presentation of the narcotics problem to date."

Narrated by Frank Blair, "Kicksville, U. S. A." was telecast on NBC-TV June 4, 1960, as part of the "World Wide 60" series. Prominent in the program are interviews in which authorities present various opinions on the subject of drug addiction and in which addicts relate true experiences.

Since its telecast, said George Heinemann, Manager of NBC Public Affairs and executive producer of "Kicksville, U. S. A.," the film has been in constant circulation. Among the institutions which have requested the film are prisons, rehabilitation centers and several New York City high schools.

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NBC-New York, 2/8/63





February 11, 1963

NBC MERCHANDISING INVITING TOY FAIR EXHIBITORS  
TO TOUR NBC FACILITIES IN NEW YORK CITY

NBC Merchandising is inviting some 1,200 Toy Fair exhibitors to tour the NBC facilities in the RCA Building, New York City, it was announced today by Norman Lunenfeld, Manager, NBC Merchandising.

An annual exposition, the 1963 Toy Fair will be held March 16 through March 20 at the Hotel New Yorker and at the Toy Center in New York City. NBC Merchandising is currently involved in licensing agreements with 55 of the participating manufacturers.

"Our invitation extends to all exhibitors," Mr. Lunenfeld said. "The growing importance of television as a source of properties for merchandising has made marked changes in the toy industry. We are pleased to present a first-hand opportunity for the trade people to inspect our network studios, news rooms and technical facilities."

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# MONITOR

THE NBC WEEK-END RADIO SERVICE

February 11, 1963

NBC RADIO'S "JUSTICE" SERIES, PRESENTED ON "MONITOR"  
IS PRAISED IN CONGRESS BY REPRESENTATIVE TOLL (D-PA.)

Representative Herman Toll (D-Pa.) commended NBC Radio's "Justice" series to the U. S. House of Representatives at the Jan. 31 session.

The Congressman opened his remarks with, "Mr. Speaker, I believe that all Members of Congress will be pleased to learn about a new series of radio programs entitled 'Justice' which has been inaugurated by NBC Radio Monitor in cooperation with the Federal Bar Association."

He went on to describe the program, which depicts the work of various Federal law enforcement agencies, and cited the following NBC personnel for their "vision and creativity": Robert Wogan, Director, Programs, NBC Radio Network; Bob Maurer, Executive Producer of "Monitor"; Russ Ward of NBC News, and Howard Monderer, Assistant General Attorney, Washington.

"Justice" is broadcast each weekend within NBC Radio's "Monitor."

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WEEK'S ROSTER OF BY-LINER GUESTS ANNOUNCED  
FOR WNBC-TV'S "NEWSPAPER OF THE AIR"

New York newspaper reporters and columnists scheduled to appear as guests on WNBC-TV's "Newspaper of the Air" this week follow:

Monday, Feb. 11 -- Val Adams of the Times, Herb Kamm of the World-Telegram & Sun, Ruth Preston of the Post, Craig Claiborne of the Times, Bob Stewart of the World-Telegram & Sun and Bill Slocum of the Mirror.

Tuesday, Feb. 12 -- Richard K. Doan of the Herald Tribune, Emily Genauer of the Herald Tribune, Bob Sylvester of the News, Barnett Laschever of the Herald Tribune, Red Smith of the Herald Tribune and Ralph Schoenstein of the Journal-American.

Wednesday, Feb. 13 -- John David Griffin of the Mirror, Brian O'Dougherty of the Times, Frank Farrell of the World-Telegram & Sun and Howard Tuckner of the Times.

Thursday, Feb. 14 -- Harriet Van Horne of the World-Telegram & Sun, John Wilson of the Times, Ralph Schoenstein, Ernie Kehr of the Herald-Tribune and Phyllis Batelle of the Journal-American.

Friday, Feb. 15 -- Bob Williams of the Post, Tom Wolfe of the Herald Tribune, Harold Schonberg of the Times and Jimmy Cannon of the Journal-American.

"Newspaper of the Air" is presented Monday through Friday (5-6:30 p.m. EST) during the strike shutdown of nine New York newspapers.

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NBC-New York, 2/11/63





CAST AND CREDITS FOR 'THE DINAH SHORE SHOW' COLOR TELECAST  
SUNDAY, FEB. 17 ON THE NBC-TV NETWORK

Program: "The Dinah Shore Show" -- the star's sixth  
special of 1962-63 season.

Date and Time: NBC-TV color telecast, Sunday, Feb. 17  
(10-11 p.m. EST).

Starring: Dinah Shore

Special Guest: Bing Crosby

Also Starring: Al Hirt and His Group; Bud and Travis.

Format: Relaxed full-hour program of songs by Dinah  
and Bing, Dixieland by jazz trumpeter Al  
Hirt and His Group; folk songs by Bud and  
Travis.

Executive Producer: Henry Jaffe

Produced by: George Schlatter

Directed by: Dean Whitmore

Musical Numbers Staged by: Nick Castle

Music Director: Harry Zimmerman

Musical Routines: Ticker Freeman

Special Material and  
Choral Director: Earl Brown

Musical Coordinator: Nat Farber

Musical Arrangements: Marty Paich and Harry Zimmerman

Associate Producer: Carolyn Raskin

Art Director: Robert Kelly

Costumes: Ray Aghayan

Makeup: Claude Thompson

Origination: NBC's Color City, Burbank, Calif.

Sponsor (and agency): S&H Green Stamps (Sullivan, Stauffer, Colwell  
and Bayles Inc.)

NBC Press Representative: Bill Faith (Burbank); Al Cammann (New York)



NBC TELEVISION NETWORK NEWS-X-H

February 12, 1963

SYLVIA SIDNEY STARRED IN "CHANGE OF LIFE" (DRAMATIZED REPORT  
ON A WOMAN'S CRITICAL MIDDLE YEARS), SCHEDULED AS A REPEAT  
TELECAST OF "PUREX SPECIAL FOR WOMEN" SERIES

Sylvia Sidney is starred in "Change of Life," a dramatized  
report on a woman's critical middle years, a repeat "Purex Special for  
Women" to be telecast on NBC-TV Thursday, March 7 (3-4 p.m. EST).

At the conclusion of the program, Dr. Lena Levine, psychiatrist  
and author of the book, "The Menopause," is interviewed by Pauline  
Frederick (of NBC News) concerning points made by the dramatization.

Produced and written by George Lefferts, "Change of Life"  
was presented first April 13, 1961 and was repeated Aug. 29, 1961. It  
deals with the prevalent concerns of women at this point in their lives  
-- fear of mental illness, loss of attractiveness, loss of husband's  
love and loss of usefulness to their children, among them. The  
necessity for a change of attitudes and values, in order to face meno-  
pause with confidence and serenity, is stressed.

Off-camera voices heard in the documentary are those of  
Jeremiah Morris in the role of the counselor and Lawson Zerbe as the  
husband. Seymour Robbie directed the program.

The Purex Corporation is the program sponsor through the  
Edward H. Weiss & Co. advertising agency.

(This special preempts the "Loretta Young Theatre" and "Young  
Doctor Malone.")

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PROGRAM CHANGE FOR 'ART LINKLETTER SHOW' PREMIERE

BOBBY DARIN REPLACES DEBBIE REYNOLDS AS GUEST

Debbie Reynolds, originally scheduled to be a guest on the premiere of "The Art Linkletter Show" Monday, Feb. 18 (NBC-TV, 9:30-10 p.m. EST) will be replaced on the new audience-participation show by Bobby Darin.

A different guest celebrity each week will participate in the program by offering solutions to comedy situations dramatized by the Linkletter Players, a group of four actors and actresses.

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NBC-New York, 2/12/63



NBC COLOR TELEVISION NEWS



February 12, 1963

NBC-TV STAR JOHNNY CARSON HONORED BY VARIETY CLUBS INTERNATIONAL  
FOR HIS EFFORTS IN BEHALF OF SHOW BUSINESS AND SHOW PEOPLE  
- - -  
Citation Presented on "Tonight Show Starring Johnny Carson"

Johnny Carson was honored last night (Feb. 11) by the members of Variety Clubs International for his efforts in behalf of show business and show people. The star of the "Tonight Show Starring Johnny Carson" (NBC-TV color, Monday through Friday, 11:15 p.m.-1 a.m. EST) was presented his citation on last night's program by Rotus Harvey, International Chief Barker for the clubs.

The citation read: "For his unstinting efforts, night after night, in promoting the highest standards of show business and show people -- thus exemplifying the principles upon which Variety was founded, we present this citation to Johnny Carson."

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GEORGE M. NIXON IS DEAD; SERVED NBC AS DIRECTOR, ENGINEERING DEVELOPMENT

Funeral services for George M. Nixon, Director, Engineering Development, NBC, were scheduled for tonight (Feb. 12) at the Fairchild Chapel, Garden City, N. Y.

"We deeply regret the loss of George Nixon, a renowned acoustical expert who served NBC for 34 years," said William H. Trevarthen, Vice President, Operations and Engineering, NBC. "Among his many accomplishments, he was instrumental in designing all of NBC's early radio studios, and in recent years had been very active in the development of color television."

Mr. Nixon came to NBC in 1928 in the capacity of student engineer. He became a lab assistant in 1930, in 1937 was promoted to engineer, and in 1942 was named assistant development engineer. He moved up to Manager, Engineering Development, in 1947, and became Director, Engineering Development, in 1956.

Mr. Nixon, who was 56, died Feb. 10 at Terrace Heights Hospital in Hollis, N.Y. He is survived by his wife Florence, and their sons Allen, Stuart and Peter. The Nixon home is at 17 Revere Drive East, Floral Park, N.Y.

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NBC-New York, 2/12/63





February 13, 1963

NBC-TV'S NEW MONDAY NIGHT PROGRAMMING APPROACHING SOLD-OUT STATUS

- - -  
Added Sponsors Announced for "Monday Night at the Movies"

And "The Art Linkletter Show"

NBC-TV's new Monday night programming of "Monday Night at the Movies" and "The Art Linkletter Show" is rapidly approaching a sold-out status Don Durgin, Vice President, NBC-TV Sales, announced today.

Last week five advertisers -- Ford Motors, Liggett & Myers, Lehn & Fink, Beech-Nut and Clairol Inc. -- purchased sponsorship in "Monday Night at the Movies" to bring to 23 the number of sponsors participating in the series. During the same period, two advertisers -- Liggett & Myers and Polaroid -- purchased sponsorship in "The Art Linkletter Show," to bring to five the number of sponsors in the program.

"Monday Night at the Movies" is now approximately 85 per cent sold for its 32 weeks of 16 first-run showings and 16 repeat showings. "The Art Linkletter Show" is now approximately 70 per cent sold for its full 30 weeks' run, which begins Monday, Feb. 18, 9:30-10 p.m. EST.

"Monday Night at the Movies" began Feb. 4 and it was exceptionally well received, Mr. Durgin said. He pointed out that New York City overnight Nielsen ratings showed the premiere of "Monday Night at the Movies" on Feb. 4 out-rated every single competing program in each one of the eight quarter-hours. The program's rating was 28.2 and its share was 36.2.

(more)



In order to see if this was not just a New York phenomenon, NBC ordered a national rating from Arbitron for the second movie, broadcast Monday, Feb. 11. The National Arbitron revealed the second movie, "The Bravados," out-rated all competition with a 24.9 rating and a 39 share.

The Ford and Liggett & Myers orders were placed through J. Walter Thompson Co.; Lehn & Fink through Geyer, Morey, Ballard; Polaroid through Doyle Dane Bernbach; Clairol Inc. through Foote, Cone & Belding; Beech-Nut through Young & Rubicam.

-----O-----

NBC-New York, 2/13/63





NBC RENEWS CONTRACT WITH JOHNNY CARSON FOR ANOTHER YEAR

The National Broadcasting Company has renewed for another year its contract with Johnny Carson, host of the highly successful "Tonight Show Starring Johnny Carson," it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network. The new contract becomes effective April 1, 1963.

Carson, who began headlining the late-night comedy, music and variety show on Oct. 1, 1962, has been a resounding success from the point of viewer and critical evaluation, ratings and commercial sales. NBC-TV announced on Feb. 5 that the "Tonight Show Starring Johnny Carson" (NBC-TV color, Monday through Friday, 11:15 p.m.-1 a.m. EST) had grossed \$7,500,000 since Carson's debut and is sold out through June. In addition, there are a number of orders extending into late 1963.

Announcer Ed McMahon and musical director Skitch Henderson are the other permanent cast members on the show. Carson's extensive guest list has ranged from Beatrice Lillie to Agnes Moorehead, from Tallulah Bankhead to Count Basie. Motion picture, Broadway and nightclub performers have joined personalities more familiar for their work in television to chat with Carson on the panel of the show.

A highlight of the program has been Carson's participation in demonstrations of such far-flung activities as skin-diving, the use of the pogo stick and bullwhip, Siamese dancing, yoga, calisthenics and the limbo. Abetted by McMahon and Henderson he has emerged safely from each encounter. The "Tonight Show Starring Johnny Carson" is produced by Perry Cross and directed by Dick Carson.

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NBC-New York. 2/13/63



February 13, 1963

NBC PROTESTS SOVIET ACTION ORDERING CLOSE OF NEWS BUREAU IN MOSCOW

- - -  
Asks State Department Aid to Re-establish NBC Bureau

The National Broadcasting Company has protested the action of the Soviet government in ordering NBC to close its News Bureau in Moscow and has called upon the State Department for assistance in bringing about the prompt re-establishment of the NBC Moscow Bureau.

In a telegram yesterday (Feb. 12) to Secretary of State Dean Rusk, Mr. Robert E. Kintner, President of NBC, expressed shock at the action of the Soviet authorities which, according to Tass, the official Soviet News agency, was based on Soviet displeasure with two recent NBC News "White Paper" documentaries, "The Death of Stalin" and "The Rise of Khrushchev."

At the same time, Mr. Kintner sent a message of protest to Chairman Khrushchev stating that the "punitive action" of the Soviet authorities "is unwarranted, will impede news reporting from the Soviet Union and can only be damaging to relations between the United States and the Soviet Union."

In his message to Secretary Rusk, Mr. Kintner pointed out that "The Death of Stalin" and "The Rise of Khrushchev" were "factual accounts based on contemporaneous film and eyewitness reports and have been acclaimed for their authenticity and informational value. They were part of a continuing and responsible effort on the part of NBC News to keep the public informed of the background and significance of important events and to contribute to a better public understanding of the Soviet state."

(more)





In his telegram to Chairman Khrushchev, Mr. Kintner urged the Soviet leader to review the order closing the NBC Moscow Bureau and to authorize its prompt re-establishment. He stated: "With the position of the Soviet Union in the world of today, it is part of the responsibility of NBC News to keep the American public informed of the background of events relating to your country and to familiarize them with the Soviet leadership, in the tradition of free journalism that prevails in the United States."

"The Death of Stalin" and "The Rise of Khrushchev" were broadcast on the NBC television network on Jan. 27 and Feb. 3, respectively. They were productions in the NBC "White Paper" series, with Irving Gitlin as Executive Producer. These presentations are the first in a four-part NBC News series on Communism, with the remaining two programs, "Who Goes There? -- a Primer on Communism," scheduled for Friday, March 1, to be followed by a ninety-minute review of the Soviet position throughout the world, titled "Encyclopedia of Communism," and scheduled for Wednesday, April 10. "Who Goes There?" is produced by Robert J. Northshield and "Encyclopedia of Communism" by Lou Hazam.

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NBC-New York, 2/13/63





## NBC TELEVISION NETWORK NEWS

February 13, 1963

'ENCYCLOPEDIA OF COMMUNISM,' 90-MINUTE NBC NEWS TELECAST, WILL CONCLUDE  
GROUP OF FOUR SPECIALS EXAMINING RED IDEOLOGY AND PRACTICE

A 90-minute NBC News documentary that will conclude a group of four special telecasts examining the ideology and practice of Communism will be presented Wednesday, April 10 on NBC-TV (7:30-9 p.m. NYT), it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Titled "Encyclopedia of Communism," this fourth program will provide a progress report on Communism. It follows three other special telecasts, all four collectively titled "Profile on Communism."

The other three are "The Death of Stalin" (broadcast Sunday, Jan. 27), "The Rise of Khrushchev" (broadcast Sunday, Feb. 3) and "Who Goes There? -- A Primer on Communism" (to be broadcast Friday, March 1).

Mr. McAndrew said the aim of "Encyclopedia of Communism" was twofold:

1. A comprehensive survey of Communism's gains and losses in the world. This will be made by NBC News' staff of foreign correspondents who live and work in the shadow of the Iron Curtain.

2. A study of what opportunities exist for the free world to slow or reverse the Communist goal of world domination.

Lou Hazam, whose NBC News specials dealing with Shakespeare, the Nile, the Polaris submarine and U. S. Highway #1 have won him wide critical praise, will produce this fourth program.

(more)



Mr. McAndrew said NBC News has consulted many outstanding "Kremlinologists" and experts on international Communism in preparing the program. Included are Donald S. Zagoria, author of "The Sino-Soviet Conflict, 1956-1961," and Marshall D. Shulman, professor of International Politics at the Fletcher School of Law, a former special assistant to the Secretary of State (1950-53), associated with the Russian Research Center at Harvard, and author of "Stalin's Foreign Policy Reassessed." In collaboration with William J. Miller and H. Roberts, Professor Shulman also wrote a textbook titled, "The Meaning of Communism."

Mr. McAndrew said the program will assess the strength of Communism in the Red satellite countries, the neutralist nations and the emerging states of Asia and Africa.

Taking part in this phase of the program will be the following NBC News correspondents: Piers Anderton (Berlin), Frank Bourgholtzer (Moscow), George Clay (Africa), Bernard Frizell (Paris), Welles Hangen (India), James Robinson (Southeast Asia), Joseph C. Harsch (London), Irving R. Levine (Mediterranean), Arnaldo Lacagnina (Middle East), State Department correspondent Elie Abel and Washington correspondent Martin Agronsky.

Dan Karasik and Frank DeFellitta are associate producers of the program.

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NBC-New York, 2/13/63





NBC'S FRANK BLAIR NAMED FOUNDING MEMBER OF ADVISORY COUNCIL  
AT GEORGETOWN UNIVERSITY'S COLLEGE OF ARTS AND SCIENCES

Frank Blair, newscaster on NBC-TV's "Today" show, has been appointed a founding member of the Advisory Council of the College of Arts and Sciences of Georgetown University in Washington, D. C.

The Advisory Council was recently established by Dean Joseph A. Sellinger, S. J., of the College of Arts and Sciences, to help bridge the gap between the academic world and the outside world the students will be entering. Members of the Council will come from the fields of education, science, the arts, public affairs, business, government and law.

The Council, which will meet biennially, will hold its first meeting at Georgetown University in the Spring.

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NBC-New York, 2/13/63

THE UNIVERSITY OF CALIFORNIA, BERKELEY

DEPARTMENT OF CHEMISTRY

RECEIVED

1960-11-15

10:10 AM

TO THE DIRECTOR

FROM THE DEPARTMENT OF CHEMISTRY

SUBJECT: [Illegible]

[Illegible]

[Illegible]

[Illegible]

[Illegible]

[Illegible]

[Illegible]

[Illegible]

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[Illegible]

2-X-H



NBC COLOR TELEVISION NEWS

February 14, 1963

HEDDA HOPPER WILL JOIN HOST JOHNNY CARSON ON 'TONIGHT' TO PRESENT  
PHOTOPLAY'S GOLD MEDAL AWARDS TO FIVE STARS OF SCREEN AND TV

Hollywood columnist Hedda Hopper will join Johnny Carson in presenting five Photoplay Magazine's Gold Medal Awards to motion picture and television stars on the Thursday, Feb. 28 "Tonight Show Starring Johnny Carson" (NBC-TV color, 11:15 p.m.-1 a.m. EST). The awards, voted by the readers of Photoplay, will be presented to Bette Davis, Richard Chamberlain, Gary Clarke, Suzanne Pleshette and Anne Bancroft.

Miss Davis was voted "Best Actress" of 1962 for her performance in the motion picture "Whatever Happened to Baby Jane?"

Richard Chamberlain, star of NBC-TV's "Dr. Kildare" series was voted "Best Actor" of the year.

Suzanne Pleshette was named "Most Promising New Actress."

Gary Clarke, co-star of NBC-TV's "The Virginian," was voted "Most Promising New Actor."

Anne Bancroft will accept the "Best Picture of the Year" award which has been voted to "The Miracle Worker." Miss Bancroft and Patty Duke starred in the film, a story of the childhood of Helen Keller.

This will be the 41st annual presentation of the Gold Medal Awards.

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HEADLINERS JOIN IN INTERNATIONAL RADIO AND TV SOCIETY'S  
TRIBUTE TO BOB HOPE AT NEW YORK BANQUET MARCH 6

Jack Benny, Marilyn Maxwell (singing special lyrics by Sammy Cahn), Les Brown and his Band of Renown, and Joe Garagiola (NBC Television and Radio sportscaster) will be among the stars participating in the International Radio and Television Society tribute to NBC-TV star Bob Hope.

As previously announced, Hope will be awarded the IRTS Gold Medal at the society's 23rd Anniversary Banquet, at the Waldorf-Astoria, New York, on March 6.

In announcing the lineup of stars, William K. McDaniel, Executive Vice President, NBC Radio Network, and IRTS President, said: "Bob Hope's popularity is nowhere greater than among his professional colleagues. This is apparent in the eager interest they have shown to join in our program. We look forward to several additions to what already is an imposing line-up."

This latest honor to Hope coincides with his 25th year as an NBC star.

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NBC-New York, 2/14/63





CARTWRIGHTS RECEIVE 'BONANZA' OF OVERSEAS FAN MAIL  
AS RESULT OF FOREIGN SHOWINGS VIA NBC INTERNATIONAL

The overseas popularity of "Bonanza" corresponds to its domestic success on the NBC-TV Network, judging from the volume and content of transoceanic fan mail. During the final quarter of 1962, NBC International received 9,968 letters (with foreign return addresses) wishing well to the Cartwrights.

"Bonanza," distributed overseas by NBC International, is currently seen in 33 countries beyond U. S. borders. Thanks to dubbing, the Cartwrights already speak Spanish, Japanese, German and Italian, and will soon acquire French.

During this three-month period, Sweden led the "Bonanza" pen pals with 3,068 letters.

NBC-New York, 2/14/63



2-X-H



NBC COLOR TELEVISION NEWS

BOB HOPE TO BE SPOTLIGHTED IN NEW WEEKLY COLOR SHOWS ON NBC-TV;  
CHRYSLER CORPORATION WILL SPONSOR FULL-HOUR SERIES  
IN MAJOR TELEVISION BUY FOR 1963-64

FOR RELEASE MONDAY A.M., FEB. 18

Chrysler Corporation, its agency, Young & Rubicam, and NBC have completed negotiations for one of the biggest single-season television contracts in history with Bob Hope as the pivotal entertainment figure.

With this acquisition, Chrysler Corporation becomes one of the few major companies with full sponsorship of a weekly hour television show.

Hope's signing for a solid year of television appearances will bring one of America's foremost comedians into millions of homes on a weekly basis for the first time since his radio days. The programs will be seen on NBC's full network Fridays, 8:30 to 9:30 p.m. N.Y.T., starting Sept. 27.

There will be a total of 48 productions in which Hope will be seen. Five will star the comic in his successful variety shows and a sixth production will feature his annual Christmas presentation, expanded this year to an hour and a half.

In addition, Hope will be starred in two full-hour dramatic productions. The latter has been a long-time ambition of the comedian and details will be announced later.

(more)





Revue Productions has been assigned to film the remaining programs of varied formats, stressing the suspense and adventure elements with Hope as host.

With the signing of Hope, Chrysler Corporation consummated what is regarded as the outstanding television buy of the 1963-64 season. It will enable its dealers to benefit by weekly continuity with the vast television audience, sparked by one of the outstanding figures in the world of entertainment.

All the film shows will be in color.

Chrysler Corporation will also co-sponsor with Gillette, on NBC-TV, the World Series, the All-Star Baseball Game, the Rose Bowl Football Game Jan. 1, 1964, and the Blue-Gray Football Game, which are among America's most popular sports programming.

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NBC-New York, 2/15/63



February 15, 1963

NBC FILMS ANNOUNCES SYNDICATION SALES  
OF 'MICHAEL SHAYNE' IN MAJOR MARKETS

The four major Metropolitan Broadcasting television stations have purchased "Michael Shayne," it was announced today by William Breen, Vice President, Sales, NBC Films.

During this first week on the syndication market, the 32 full-hour episodes were also sold to KRON-TV in San Francisco and WBAP-TV in Dallas-Fort Worth.

The Metropolitan Broadcasting station line-up for "Michael Shayne" includes WNEW-TV, New York City; KMBC-TV, Kansas City; KOVR-TV, Sacramento, and WTTG-TV, Washington, D. C.

Based on the Brett Halliday books that have sold over 20 million copies, the 1960-61 NBC-TV Network series was produced by Four Star Television. Richard Denning stars in the title role.

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## NBC TELEVISION NETWORK NEWS

February 15, 1963

DAVID FRIEDKIN WINS TOP 1962 TELEVISION AWARD OF DIRECTORS GUILD

OF AMERICA FOR 'PRICE OF TOMATOES' ON 'DICK POWELL THEATRE'

'River Nile' and 'Teahouse of August Moon' Directors Also Honored

The Directors Guild of America has presented its top 1962 television award for "outstanding directorial achievement" to David Friedkin for "The Price of Tomatoes" on NBC-TV's "Dick Powell Theatre."

Directors of two other NBC-TV programs -- Ray Garner for "The River Nile," and George Schaefer with associate director Adrienne Luraschi for "The Teahouse of the August Moon" on "Hallmark Hall of Fame" -- also were honored, receiving citations, at the Guild's annual dinner in Beverly Hills, Calif.

"The Price of Tomatoes," presented Jan. 16, 1962 and starring Peter Falk and Inger Stevens, is a drama of a truck driver who gives a ride to a forlorn, expectant mother who has entered the country illegally.

"The River Nile," broadcast Oct. 28, 1962, was a color documentary presentation of NBC News, tracing the Nile's 4,000-mile course from Central Africa to the Mediterranean. James Mason was the narrator.

"The Teahouse of the August Moon" was broadcast in color Oct. 26, 1962, on "Hallmark Hall of Fame." This television presentation of John Patrick's satire, in which East meets West in an Okinawan village at the end of World War II, starred John Forsythe, David Wayne, Miyoshi Umeki and Paul Ford.

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February 15, 1963

Attention, Sports Editors

BOB WOLFF TO JOIN JOE GARAGIOLA AS COMMENTATOR

FOR 'MAJOR LEAGUE BASEBALL' ON NBC-TV

Sportscaster Bob Wolff will join Joe Garagiola as one of the commentators of NBC-TV's weekend "Major League Baseball" telecasts during the 1963 season, NBC Director of Sports Tom S. Gallery announced today.

This will be the second year that the two are teaming up for the NBC-TV baseball sportscasts.

Wolff, who for 15 years broadcast the games of the Washington Senators and has announced World Series, football and basketball games on NBC-TV, will report the play-by-play. Garagiola, former National League catcher for nine seasons, will provide the color commentary.

NBC-TV's 1963 "Major League Baseball" schedule will include games on 25 weekends starting Saturday and Sunday, April 13 and 14, and continuing through Saturday and Sunday, Sept. 28 and 29. The games will be televised coast to coast, but will not be carried by stations in major league markets or in certain other areas restricted by agreements with major league teams.

Pennant contenders in both National and American Leagues will be seen in action during the campaign. For the first time, some of NBC-TV's regular-season telecasts will originate on the West Coast from the home parks of last year's one-two finishers in the National League, the champion San Francisco Giants and the Los Angeles Dodgers.

This will be NBC-TV's seventh year of "Major League Baseball" coverage.

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WNBC-TV'S "NEWSPAPER OF THE AIR" WILL PRESENT  
COMPREHENSIVE STUDY OF N.Y. NEWSPAPER STRIKE

WNBC-TV's "Newspaper of the Air" Monday, Feb. 18 will be devoted to a comprehensive study of the New York newspaper strike that will include an economic survey of the effect of the strike, a primer on the basic strike issues and a look at the news coverage that has grown since the strike shutdown.

Walter N. Thayer, president of the New York Herald Tribune, will appear on the program to explain the publishers' position. Bertram Powers, head of Local No. 6 of the typographers union which struck five of the city's dailies, is expected to appear to present the union's side.

With Bill Ryan as anchorman, most of the 90-minute program (5-6:30 p.m. EST) will be devoted to the strike and its widespread effects.

Joseph Kaselow, advertising columnist for the Herald Tribune, will discuss the loss of newspaper advertising in the Manhattan area. Jerry Zukowsky, real estate editor of the same newspaper, will comment on how the strike has affected real estate.

Dick Maney, a Broadway press agent, will be interviewed by NBC's critic-at-large Leon Pearson, about the theatre and how it has been affected by the strike.

How radio and television stations have filled the news gap will be the subject of another guest, Robert Williams, TV columnist for the Post.

Herb Kamm of the World-Telegram & Sun, and Tom Wolfe of the Herald Tribune, will collaborate on a presentation dealing with those left unemployed by the strike.

(more)





The behind-the-scenes dealings of Mayor Wagner and City Hall in trying to settle the strike will be backgrounded by NBC's Gabe Pressman. Films will show the deserted city rooms of the Times and Herald Tribune and the contrasting bustle of the city room of the New York Standard, an interim newspaper that has appeared since the strike began.

Ryan will look at Portland, Ore., where newspapers have been publishing with automatic typesetting machines despite a strike by the International Typographers Union that is now in its third year.

Ryan will also discuss the out-of-town newspapers that have flooded the city and the growth in circulation of the Brooklyn Eagle.

Producer Chet Hagan said the program would include its usual summary of local, national and international news plus late reports from the stock market.

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NBC-New York, 2/15/63



NBC TRADE NEWS  
February 18, 1963

PROCTER & GAMBLE TO SPONSOR 'GRINDL,' NEW NBC-TV  
MYSTERY-COMEDY SERIES STARRING IMOGENE COCA

Imogene Coca will return to television to star in the title role of "Grindl," a new weekly half-hour filmed mystery-comedy show, to be presented on NBC-TV Sundays (8:30 p.m. NYT) during the 1963-64 season.

The new series was announced today by Walter D. Scott, Executive Vice President, NBC Television Network. Screen Gems will produce the show in association with NEC. The series, to be filmed in Hollywood, will be sponsored by the Procter & Gamble Company, through the Leo Burnett Company Inc. advertising agency.

"Grindl" (Miss Coca) is a mild-mannered itinerant domestic who finds new employment each week. She works through a temporary-employment agency which obtains jobs for her in different households. However, when Grindl gets to her assignments, she invariably finds that her domestic duties are only secondary to the comedy-adventures she always encounters.

"Grindl," which will feature James Millhollin and Henry Kulky as regular cast members, was created by David Swift, who also wrote and directed the pilot film.

Miss Coca was a television favorite during her six-season association with Sid Caesar on NBC-TV in "The Admiral Broadway Revue," "Saturday Night Revue" and "Your Show of Shows." Before her TV work, Miss Coca performed on Broadway in Leonard Sillman's original "New Faces" revue and "The Straw Hat Revue." After attaining TV stardom

(more)



as a comedienne, she returned to Broadway for leading roles in "Janus" and "The Girls in 509," and then toured for two years with her husband, actor King Donovan, in "Once Upon a Mattress" and "The Thurber Carnival."

Millhollin and Kulky have many television, Broadway and film acting credits.

Swift created TV's "Mr. Peepers" and was writer-director of teleplays for "Wagon Train" and other top dramatic series including "G. E. Theatre," "Omnibus," "Philco-Goodyear Playhouse," "Playhouse 90," "Alcoa-Goodyear Theatre" and "Climax." He also wrote the screenplays for "The Interns" and for Walt Disney's "The Parent Trap" and "Pollyanna." He also co-authored and directed the soon-to-be-released movie, "The Grand Duke and Mr. Pim," starring Glenn Ford, Charles Boyer and Hope Lange.

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NBC-New York, 2/18/63





February 18, 1963

SPECIAL SHOWING OF NBC NEWS' "SHAKESPEARE: SOUL OF AN AGE"

ARRANGED AT THE BRITISH EMBASSY IN WASHINGTON

A special showing of NBC News' widely acclaimed "Shakespeare: Soul of an Age" has been arranged at the British Embassy in Washington, on Feb. 28.

Guests will include members of the embassy and of the Washington chapter of the Academy of Television Arts and Sciences.

The program will be shown in the rotunda of the embassy, where the drapes, appropriately, are decorated with figures from the plays of Shakespeare.

"Shakespeare: Soul of an Age" was produced by Lou Hazam and features the voices of Sir John Gielgud and Sir Ralph Richardson. One television critic called the program "a stunning fusion of journalism and theatre that, on the home screen at least, could be construed as very nearly a new dimension in dramatic expression."

(The special was presented in color on the NBC-TV Network Nov. 30, 1962.)

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BY-LINERS LISTED FOR 4 N.Y. TELECASTS  
OF 'NEWSPAPER OF THE AIR'

Newspaper reporters and columnists scheduled as guests on WNBC-TV's "Newspaper of the Air" the remainder of this week are as follows:

Tuesday, Feb. 19 -- Richard K. Doan of the Herald Tribune, Anna Olsen of the World-Telegram & Sun, Brian O'Dougherty of the Times, Bill Slocum of the Mirror, and Ralph Schoenstein of the Journal-American.

Wednesday, Feb. 20 -- Robert Sylvester of the News and Pat McDonough of the World-Telegram & Sun.

Thursday, Feb. 21 -- Richard Kluger of the Herald-Tribune, Ralph Schoenstein of the Journal-American and Ernie Kehr of the Herald Tribune.

Friday, Feb. 22 -- Jesse Abramson of the Herald Tribune and Harold Schonberg of the Times.

("Newspaper of the Air" is broadcast Mondays through Fridays from 5 to 6:30 p.m. EST for the duration of the New York newspaper strike shutdown.)

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NBC-New York, 2/18/63





# NEWS FROM WNBC WNBC-TV

JACK TRACY  
ROOM 320

February 19, 1963

2-X-H

NBC NEWS CORRESPONDENT FRANK McGEE TO BE ON-THE-AIR REPORTER  
OF WNBC-TV'S "11TH HOUR NEWS," REPLACING JOHN K.M. McCaffery

NBC News correspondent Frank McGee has been assigned to the post of on-the-air reporter on WNBC-TV's "11th Hour News" (11-11:10 p.m. EST, Monday through Friday) effective Monday, May 27. He will replace John K. M. McCaffery on the program.

McGee brings to his new assignment a wide background of broadcast news experience including coverage of major space events, national political conventions, elections and foreign affairs. His reporting won him a Headliner Award in 1958 and a Robert E. Sherwood Award in 1959.

Since he joined NBC News in 1957, McGee has been anchorman on scores of "instant news specials" covering fast-breaking events. He was acclaimed for his informative 11½-hour coverage, on NBC-TV, of the orbital flight of John H. Glenn Jr., and his 9½-hour reporting of M. Scott Carpenter's space flight.

McGee's coverage of the integration story in Montgomery, Ala., while he was working for a station there in 1955, brought him to the attention of NBC News. He joined NBC News in Washington in 1957, and during the next three years covered a wide variety of news stories in this country and abroad.

During the 1960 Presidential campaign, he was moderator of the second "Great Debate" between Richard M. Nixon and John F. Kennedy, and was a panelist on the third "Great Debate." In the same year, he was assigned as anchorman for the "NBC Special News Reports," or "instant specials," covering events within hours of their occurrence.

(more)



His news assignments have included:

Coverage of the Little Rock (Ark.) school crisis,

Missile launchings from Cape Canaveral,

Anchorman on coverage of the Mideast and Quemoy-Matsu crises.

Anchorman on year-end "Projection" reports by NBC News'

foreign correspondents,

Washington correspondent on NBC-TV's "Today" show,

Host of the "World Wide 60" series,

Floor reporter at the 1960 Democratic and Republican

national conventions,

Regional reporter for NBC-TV's election coverage in

1960 and 1962,

Anchorman on the "Journey to Understanding" series covering

the meetings and travels of world leaders, and

Anchorman on "The Campaign and the Candidates" series in

1960.

McGee will also replace John K. M. McCaffery on "11th Hour News" during the period of McCaffery's vacation, from Feb. 20 to March 4.

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NBC-New York, 2/19/63



NBC-TV'S MERV GRIFFIN WILL BE EMCEE AND WILL SING AT ANNUAL  
DINNER OF N. Y. STATE BROADCASTERS ASSOCIATION IN ALBANY

Merv Griffin, star of NBC-TV's "The Merv Griffin Show" color broadcasts (Mondays through Fridays, 2-2:55 p.m. EST), will be master of ceremonies and will sing in an entertainment program at the Ninth Annual New York State Broadcasters Association dinner March 5 in Albany, N. Y.

Appearing on the program with Griffin will be comedian Milt Kamen and singer Florence Henderson, frequent guests on "The Merv Griffin Show."

More than 300 TV and radio station executives are expected at the meeting at the Sheraton Ten Eyck. Invited guests include Governor Nelson A. Rockefeller, legislators and other state officials.

Mort Fleischmann, of NBC Promotional Services, will produce the entertainment program.

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NBC-New York, 2/19/63





February 19, 1963

'GREAT AS A STAR, MAGNIFICENT AS A MAN'

Gary Cooper Subject of McCall's Article by NBC's Donald B. Hyatt

"Our fee for a narrator was a pittance compared with what he could command at any time for a Hollywood movie," Donald B. Hyatt says of Gary Cooper and Cooper's only major TV venture, "The Real West," an NBC "Project 20" program Hyatt produced and directed.

Hyatt describes his year working with the actor in an article "Gary Cooper: There Was a Man!" in the March issue of McCall's Magazine, out today.

"Surely he had no need at sixty, to add to his already prodigious fame and prestige as an actor," Hyatt writes. "Yet with a shake of the hand, he had agreed to do the job. The West meant something deep and abiding to Gary. He wanted very much to have it accurately and truthfully portrayed on television, and he was completely committed to being part of the effort to do it."

Cooper had just learned that he was a dying man, but no one else, apart from his physicians and his family, knew it. Hyatt adds: "Everything about him seemed to come into sharper focus during those final days, as we watched him, working in constant and excruciating pain, continue to represent, off the screen as well as on, a special ideal of the American character, of quiet courage, and rugged integrity -- great as a star, magnificent as a man."

(more)



And, Hyatt continues: "Looking back, and knowing what I know now, I find it incredible that he could have been so good-humored and hard-working, while his secret lay like a leaden weight within him. Never by sign or word did he betray that he knew his days were numbered and was fighting a private battle he could not win."

When a rest was absolutely required, he went to his hotel to lie down in a darkened room. "I learned later," Hyatt writes, "that he often required oxygen during those intervals. But his sole concern through it all was that he was causing difficulties for us, that the delays would be a financial burden to the program and upset our production schedule. He was afraid we might think he was pampering himself and being the temperamental-actor type.

"'I sure hope you don't think I'm one of those,' he'd say, and add apologetically, 'This thing I've got is sort of a bother.' He called it 'acute arthritis of the neck,' and that's what we thought it was."

The program was telecast March 29, 1961. Cooper died of cancer May 13, 1961.

Gary Cooper, still alive in the affections of millions, will be the subject of a full-hour "Project 20" program, "The Tall American -- Gary Cooper," to be telecast on the NBC-TV Network Tuesday, March 26 (7:30-8:30 p.m. EST).

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NBC-New York, 2/19/63







February 19, 1963

'BEYOND THE FRINGE' CAST OF FOUR TO MAKE  
A SECOND VISIT TO 'JACK PAAR PROGRAM'

The four-man British cast of the Broadway comedy revue "Beyond the Fringe" has been added to the guest list for "The Jack Paar Program" Friday, March 1 (NBC-TV color, 10-11 p.m. EST).

The young Englishmen -- Peter Cook, Jonathan Miller, Alan Bennett and Dudley Moore -- will be making their second appearance on the program this season, their first having taken place in November. Recently, their satirical revue attracted national attentions when President and Mrs. John F. Kennedy attended the show during a weekend trip to New York.

Two selections from "Beyond the Fringe" will be offered on the Jack Paar color telecast.

As previously announced, guests for March 1 include Alexander King, Dick Gregory, Les Paul and Mary Ford.



February 20, 1963

'THE MATCH GAME,' MONDAY-THROUGH-FRIDAY DAYTIME SERIES,  
ACHIEVES SOLD-OUT STATUS ON NBC-TV NETWORK

NBC-TV's new audience-participation show, "The Match Game," rated number one in its time period, Monday through Friday, 4-4:30 p.m. EST, has achieved sold-out status, it was announced today by James Hergen, Director, Daytime Program Sales, NBC Television Network. Mr. Hergen said "The Match Game" has steadily increased its audience levels since its premiere last Dec. 31.

Advertisers of "The Match Game" are: The Procter & Gamble Co. (Dancer-Fitzgerald-Sample); Sterling Drug Inc. (Dancer-Fitzgerald-Sample); P. Lorillard Co. (Grey Advertising); H. J. Heinz Co. (Maxon Inc.); Grove Labs. Inc. (Gardner Advertising Co.); Thomas Leeming & Co. Inc. (William Esty Co.); Armstrong Cork Co. (Batten, Barton, Durstine & Osborne); Scott Paper Co. (J. Walter Thompson Co.); Campbell Soup Co. (Needham, Louis & Brorby); Ralston Purina Co. (Gardner Advertising Co.).

Two teams vie in "The Match Game," each composed of a celebrity guest and two contestants from the studio audience. Their goal: to match their teammates' answers -- in writing -- to a question posed by emcee Gene Rayburn. This new Goodson-Todman game show places a premium on good judgment, mental telepathy or the matching-up luck of a poker player.

Jean Kopelman is producer and James Elson director of "The Match Game."

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February 20, 1963

NATION'S FAVORITE SPORTSCASTS ON NBC-TV

FIRST 5--AND 7 OF TOP 10--SPORTS ATTRACTIONS IN 1962-63 SEASON  
WERE ON NBC-TV, ACCORDING TO CHECK BASED ON NIELSEN TV INDEX

The nation's favorite sportscasts are on NBC-TV.

A check of leading TV sports attractions during the 1962-63 season, based on audience estimates from the Nielsen Television Index, shows that the first five -- and seven of the top 10 -- sportscasts were televised by NBC. Most of the events are on NBC-TV's sports schedule for the coming year.

Leading the way was the exciting Rose Bowl Game of Jan. 1, 1963, in which Southern California defeated Wisconsin, 42-37. Nielsen estimates that the holiday gridcast on NBC-TV reached 25,398,000 homes and was seen by 53,338,000 viewers.

Runner-up was another NBC-TV exclusive -- the Sunday, Oct. 7 game of the World Series between the New York Yankees and San Francisco Giants. In third place was the second National League baseball playoff game between the Giants and Los Angeles Dodgers on Tuesday, Oct. 2.

Other NBC-TV sportscasts among the top 10 were:

No. 4 -- Sugar Bowl Game on Jan. 1, 1963

No. 5 -- Third National League baseball playoff game  
on Oct. 3

No. 7 -- National Football League Championship Game  
on Dec. 30

No. 8 -- World Series, average of six weekday games.

(more)





## 2 - Sports

Local blackouts cut into the audience totals for several of these events. The baseball playoff games were blacked out in the Los Angeles and San Francisco areas, and the NFL Championship Game was blacked out in the New York area.

Other sportscasts in the top 10 were the Green Bay-Detroit pro football game on Thanksgiving Day, the NFL Runner-up Bowl on Jan. 6, 1963 and the Cotton Bowl Game on New Year's Day, all on CBS. Among the events trailing the top 10 were the Pro Bowl Game on NBC (blacked out in the Los Angeles area), the Syracuse-UCLA college football game on CBS and the American Football Championship Game on ABC.

Here is a list of the top 10 TV sports attractions during the 1962-63 season, as estimated by the Nielsen Television Index:

<u>Event</u>	<u>Network</u>	<u>Total</u>		<u>Est. Total Viewers</u>
		<u>Audience</u>	<u>Homes</u>	
1. Rose Bowl Football Game - 1/1/63	NBC	25,398,000		53,338,000
2. Sunday World Series Game - 10/7/62	NBC	23,207,000		48,735,000
3. Second National League Baseball Playoff Game - 10/2/62	NBC	*20,767,000		43,611,000
4. Sugar Bowl Football Game - 1/1/63	NBC	20,169,000		42,155,000
5. Third National League Baseball Playoff Game - 10/3/62	NBC	*19,571,000		41,099,000
6. Thanksgiving NFL-Green Bay vs. Detroit 11/22/62	CBS	19,073,000		40,053,000
7. NFL Championship-Green Bay vs. New York 12/30/62	NBC	**18,675,000		39,218,000
8. Average Weekday World Series Game 10/62	NBC	***18,144,000		38,102,000
9. NFL Runner-up Bowl Game - 1/6/63	CBS	16,882,000		35,452,000
10. Cotton Bowl Football Game - 1/1/63	CBS	16,733,000		35,139,000

(more)



### 3 - Sports

NOTE: The figures are for home audiences only and do not count audiences in public places.

\* Blacked out in Los Angeles and San Francisco areas.

\*\* Blacked out in New York area.

\*\*\* If individual World Series games were included in the list instead of the average of six weekday games, NBC would have nine events among the top 10.

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NBC-New York, 2/20/63





# NBC TELEVISION NETWORK NEWS

February 20, 1963

'COMEDIAN'--A CANDID TV STUDY OF SHELLEY BERMAN

Full-Hour 'Du Pont Show of the Week' Goes Behind Scenes

To Film Serious Side of Making People Laugh

Shelley Berman is the subject of "Comedian," a behind-the-scenes, candid study of the serious business of making people laugh, Sunday, March 10 on NBC-TV's "Du Pont Show of the Week" series (10 to 11 p.m. EST).

"Berman's job is one of the toughest in the world," said executive producer Irving Gitlin. "He goes out on a bare stage, with no props except a stool, and from the moment he's there he has to make his audience like him and respond to his humor. Each time it's a different audience, and each time he is under the same emotional tension. The job never gets any easier, no matter how many times he does it."

Gitlin said "Comedian" concentrates on Berman at work and shows the demands a performer faces constantly, the crises -- large and small -- that affect his performance, and his reaction to these situations. The telecast covers 36 hours in Berman's life, but is mainly concerned with the crucial three-hour period surrounding a public appearance.

"Comedian" is being written, produced and directed by Fred Freed, producer of two recent "NBC White Paper" programs -- "The Death of Stalin" and "The Rise of Khrushchev" -- which were highly praised by critics and the public. Freed also produced the widely acclaimed program "Fire Rescue," a "Du Pont Show of the Week" presentation last Fall.

(more)



The on-the-scene film techniques used in "Fire Rescue" and two other Du Pont shows, "Police Emergency" and "Emergency Ward," which were produced under Gitlin's supervision, have been applied to a show-business subject in "Comedian." An NBC camera crew accompanied Berman to Hollywood, Fla., last Christmas Day and filmed him extensively throughout his engagement at the Diplomat Hotel there.

The program shows Berman's painstaking preparations for his routine, in which he personally supervises every detail from the arrangement of tables in the hotel's Crystal Room to the placement of cars in its parking lot. Berman is shown planning the lighting, warning the waiters to be quiet and giving attention to even the slightest thing that could affect his act.

As he rehearses, dines alone and dresses for his performance, it becomes obvious that the tensions are building, and when an interruption at the climax of his act diverts the audience's attention, his emotional outburst is not that of a temperamental person but of a perfectionist who has seen his work destroyed by a chance incident.

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NBC-New York, 2/20/63





February 20, 1963

MARCH OF SUCCESS--AND WIZARDRY

In March, 1951, three seemingly unrelated events took place in three widely separated parts of the country.

In Chicago, a television program made its debut on March 3.

In Brooklyn, N. Y., a girl was born on March 8.

And in Levittown, N. Y., a boy was born on March 21.

Now, 12 years later, the girl and boy are important parts of the TV series. The program is "Watch Mr. Wizard," starring Don Herbert, and the youngsters are none other than Mr. Wizard's (Herbert) on-camera assistants, Rita McLaughlin and Alan Howard.

As "Watch Mr. Wizard" enters its 13th year on NBC-TV (Saturdays, 1:30 p.m. EST), it has a record of having entertained and educated millions of young viewers who have grown up with the series as have Rita and Alan.

Through the use of simplified but often dazzling experiments, Herbert has demonstrated basic scientific principles to children as well as many fascinated parents, and has launched more than one youngster on a career in science.

Herbert, who is the series' producer as well as star, estimates that since the program started, he has performed more than 5,000 experiments.

While Herbert has tackled a wide range of topics, from blood circulation and static electricity to problems of space travel, he

(more)





has never varied from the rule he established when the series started: to use only equipment normally found in the average household.

By applying large amounts of ingenuity, however, Herbert has found ways of using such ordinary objects as ping pong balls to represent electrons.

This ability to explain complex scientific phenomena in lucid, elementary language has evoked enthusiastic response from students, parents and educators over the years. In addition, the program has won 17 national honors including two Thomas Alva Edison Foundation Awards, four Ohio State Awards and a Peabody Award.

"Watch Mr. Wizard," which now originates from NBC-TV's New York studios, is a public affairs presentation of NBC News.

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NBC-New York, 2/20/63



February 20, 1963

THE ABILITY TO AD-LIB IS A MAJOR QUALIFICATION OF WILLIAM RYAN  
IN ANCHOR ASSIGNMENT OF WNBC-TV'S "NEWSPAPER OF THE AIR"

Each morning at 11, a six-foot-three man walks into his small office in the NBC News division, sits down to read reams of yellow wire copy, and begins filling his head with ad-libs.

He is William Ryan, who, as anchorman for WNBC-TV's weekday 90-minute "Newspaper of the Air," is seen on television more than any newsman in the Manhattan area.

And trying to fill a 90-minute news show each day naturally involves ad-lib material, of which Ryan must have an ample supply.

"Each day, the producer, Chet Hagan, prepares the show so that I wind up with a minute and a half to ad-lib," Ryan says. "Sometimes it's less and sometimes it's more, like the two minutes, ten seconds I had to do last week."

Ryan fills this time with his personal comments or factual remarks about the day's news. He once ad-libbed five minutes while narrating late news film for which he had no time to write a script.

"I was in Memphis last Fall when James Meredith was entering the University of Mississippi," Ryan recalls. "We had a piece of film come up from Oxford. We had so little time, we put it right on the network and so I just talked for five minutes backgrounding the film."

Ryan has been with NBC News 11 years. Born in Brooklyn, April 4, 1926, Ryan grew up there and was educated at St. Michael's High School. In 1944, a short time after graduation, he joined the U. S. Marine Corps.

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Ryan was a radar technician and later an announcer for the Armed Forces Radio Service's Station WXLB on Saipan. When he was discharged, he entered the School of Radio Technique where he studied announcing and acting.

He worked at several radio stations in Pennsylvania at Lebanon, Nanticoke, Charleroi and Allentown. From 1950 through March, 1952, Ryan was assistant news editor and announcer at Station WORL in Boston.

During NBC News' 1962 Election Night coverage, Ryan reported from the Boston headquarters of Edward (Ted) Kennedy in the latter's successful race for the U. S. Senate. When Astronaut John H. Glenn Jr., was given a welcome to New York following his space flight in 1962, Ryan was assigned to a mobile TV unit to welcome Glenn at La Guardia.

En route, they learned of a jet crash at Idlewild and detoured to the crash scene where Ryan delivered a fast, factual report only three minutes after the TV unit arrived at the wreckage.

Since the New York newspaper strike began, Ryan has been anchorman of the Monday-through-Friday series (5-6:30 p.m. EST), an assignment that has taken him from his daily "News-on-the-Hour" broadcast and "Emphasis" pieces heard on NBC Radio.

Ryan has nine children, and they are attracted to the comics segment of "Newspaper of the Air."

"But they only watch the comics," Ryan says. "When I go back to the news, they tune me out." The little Ryans are Sheila, 13; Christopher, 12; Moira, 11; Sean, 9; Ellen, 7; Marc, 4; Una, 2; Catherine, 2, and Margaret, 10 months.

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NBC-New York, 2/20/63





February 20, 1963

CAST AND CREDITS FOR WORLD PREMIERE OF MENOTTI'S OPERA,  
"LABYRINTH," IN COLOR ON NBC-TV NETWORK

The world premiere performance of Gian Carlo Menotti's opera "Labyrinth" will be given by the NBC Opera Company Sunday, March 3 in color on the NBC-TV Network (2-3 p.m. EST). Following are the cast and credits:

CAST

The Bridegroom.....John Reardon, baritone  
The Bride.....Judith Raskin, soprano  
The Spy.....Elaine Bonazzi, mezzo-soprano  
The Old Chess Player.....Robert White, tenor  
The Executive Director.....Beverly Wolff, mezzo-soprano  
The Astronaut.....Frank Porretta, tenor  
Death.....Leon Lishner, bass  
Death's Assistant.....John West, bass  
The Bellboy.....Nikiforos Naneris, actor  
The Italian Opera Singer.....Eugene Green, bass-baritone  
The Executive Director's Secretary.....Bob Rickner, actor  
CONDUCTOR.....HERBERT GROSSMAN

\* \* \*

CREDITS

Composer-Librettist:	Gian Carlo Menotti
Producer:	Samuel Chotzinoff
Director for television:	Kirk Browning
(more)	



2 - 'Labyrinth'

Director:	Gian Carlo Menotti
Set Designer:	Warren Clymer
Costumes:	Noel Taylor
Associate Conductor:	Fred Popper
Associate Director:	Hal Venho
Graphic Arts:	Guy Fraumeni
Audio:	Phil Falcone
Audio consultant:	David Sarser
Lighting:	Phil Hymes
Unit manager:	Gene Whitlock
Makeup:	Bob O'Bradovich
Origination:	NBC Brooklyn studios, on color tape
NBC Press Representative:	Leonard Meyers, New York.

\* \* \*

THE STORY

"Labyrinth," is set in a "grand hotel." A bride and groom enter. They have lost their key, and seek the desk. They cannot find it, and experience many adventures in the hotel. They encounter some strange people including a spy, an old man, an astronaut and a lady executive director. The groom runs away from a murder and comes to a strange train. When he returns to the hotel, he finally finds what he has been seeking.

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NBC-New York, 2/20/63





2-X-H NBC TRADE NEWS

February 21, 1963

PUREX TO SPONSOR 'THE WORLD OF DARRYL F. ZANUCK' ON NBC-TV

Darryl F. Zanuck, for the past 36 years one of Hollywood's most colorful and inventive producers, will be the subject of a "World of ---" program on NBC-TV Tuesday, April 2 (8:30-9:30 p.m. EST), according to an announcement today by Donald B. Hyatt, Director of NBC Special Projects.

"The World of Darryl F. Zanuck," produced and directed by Eugene S. Jones, will be sponsored by the Purex Corporation. Hyatt is executive producer.

As outlined by Hyatt, the program will provide a portrait of Hollywood and the changing motion picture industry, from the 1920s to the present, as seen through Zanuck's eyes.

"We will be able to present an off-beat look at Hollywood, thanks to the fact that Zanuck gave us access to his personal vault, unopened since 1945," Hyatt said. "It contains about a half-million feet of film, and we have drawn out wonderful stuff from the Twenties, the Thirties and the early Forties -- not the usual production footage, but the kind of film that shows the stars walking around the studio lot, footage the public has never seen before. Also, we obtained excellent home movies of Zanuck and his family during this period, as well as of Zanuck in North Africa during World War II when he was a colonel producing films for the Army at the front lines.

The program also will focus on Zanuck's two most recent productions, "The Longest Day" and "Cleopatra." There will be scenes

(more)



from "The Longest Day," as well as documentary footage of Zanuck directing the film on Omaha Beach, and scenes of the filming of "Cleopatra" in Rome, London, and Almeria in Spain.

Jones and his "World of ---" production unit filmed Zanuck at work with the "Cleopatra" crew in Almeria; on a skiing holiday at Megeve, in the French Alps; at a business conference in Paris; in his offices in New York and Hollywood; and in Wahoo, Neb., where he was born in 1902. From the collections of the Nebraska State Historical Society, in Lincoln, and from the Union Pacific Museum in Omaha, the unit has obtained rare stills of Zanuck's boyhood years.

Some 30 stars will be on view in scenes from major Zanuck productions. They include Edward G. Robinson ("Little Caesar"), James Cagney ("Public Enemy"), Charles Laughton and Fredric March ("Les Miserables"), Paul Muni ("I Was a Fugitive from a Chain Gang"), George Arliss ("The House of Rothschild"), Gregory Peck ("Gentleman's Agreement" and "Twelve O'Clock High"), John Garfield ("Gentleman's Agreement").

Also, Jeanne Crain ("Pinky"), Clark Gable ("The Call of the Wild"), Olivia de Havilland ("The Snake Pit"), and Henry Fonda ("The Ox-Bow Incident," "The Grapes of Wrath," "How Green Was My Valley").

Joseph Liss will write the script of "The World of Darryl Zanuck," and Robert Emmett Dolan will compose the orchestral score. James Reina will be associate producer.

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NBC-New York, 2/21/63





NBC COLOR TELEVISION NEWS



February 21, 1963

PREMIERE

"YOU DON'T SAY," EMCEED BY TOM KENNEDY, STARTS AS MONDAY-THROUGH-FRIDAY

DAYTIME COLOR SERIES ON THE NBC TELEVISION NETWORK APRIL 1

- - -

Audience-Participation Program with Guest Celebrities Will Seek  
Identities of Famous People Through Missing Words in Sentences

Tom Kennedy, Southern California television and radio personality, has been signed by producers Ralph Andrews and Bill Yagemann as master of ceremonies for "You Don't Say" -- new Monday-through-Friday audience-participation game show with guest celebrities -- which will be telecast in color on the NBC-TV Network starting Monday, April 1 (3:30-4 p.m. EST). Program origination will be in Burbank, Calif.

Kennedy currently is co-host and star of "Sundown," an informal weekday interview show on a Los Angeles TV station. He has been a staff announcer for various TV and radio stations in that city and has supplied off-camera voices for various commercials.

"You Don't Say" is a game based not on what you say, but on what you don't say. Two teams -- each composed of a guest celebrity and a member of the studio audience -- will try to guess the names of famous people (living or dead), using incomplete sentences as clues. For example, a player attempting to convey the name "Andrew Jackson" to his partner might use the following sentences:

"Folklore tells us that a pot of gold is located at rainbow's

..(end)."

(more)



"The past tense of draw is..(drew)."

"To raise an automobile off the ground, you use a ..(jack)."

"A female child is a daughter and a male child is a ..(son)."

Clues must consist of single words only. The word must come at the end of the sentence and complete it. Proper names will not be allowed and the sentence must not contain any hints other than those supplied by the missing word.

Celebrity team members will play for one full week and studio audience members will play as long as their team continues to win. Non-celebrity winners of each game will receive \$100 and be given the opportunity to increase their winnings on a "bonus board."

On the "bonus board," three sentences with clue-words missing at their ends will be revealed one at a time. If the contestant guesses correctly after seeing one clue, he will win \$300; after two clues, \$200, and after three clues, \$100. If he fails to guess after all three clues have been revealed, the name will be uncovered and though he wins no bonus, the player will continue in a new game.

Bonus names and sentence clues will be submitted by home viewers and prizes will be awarded to those entries used on the show.

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NBC-New York, 2/21/63



10-WEEK STATISTICS SHOW LARGE VOLUME OF EXTRA NEWS PROGRAMMING  
ON WNBC AND WNBC-TV DURING STRIKE SHUTDOWN OF N.Y. DAILIES

Through the 10th week of the strike shutdown of nine New York newspapers, WNBC-TV and WNBC (radio) have broadcast 332 hours, 8 minutes of news in addition to regular newscasts on both stations.

From the strike beginning (Dec. 8) through Friday, Feb. 15, WNBC-TV broadcast a total of 107 hours, 5 minutes of regular news and, because of the strike, 145 hours, 10 minutes of extra news.

For the same period, WNBC broadcast 328 hours, 54 minutes of regular news and 186 hours, 58 minutes of extra news.

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NBC-New York, 2/21/63





NBC COLOR TELEVISION NEWS



February 21, 1963

PROGRAM CHANGE FOR 'TONIGHT SHOW STARRING JOHNNY CARSON'

PATTY DUKE (NOT ANNE BANCROFT) WILL ACCEPT  
GOLD MEDAL AWARD FOR 'THE MIRACLE WORKER'

Photoplay Magazine's Gold Medal Award for the Best Picture of the Year, to be presented for "The Miracle Worker" on the Thursday, Feb. 28 "Tonight Show Starring Johnny Carson" (NBC-TV color broadcast, 11:15 p.m.-1 a.m. EST), will be accepted by child star Patty Duke, rather than Anne Bancroft as previously announced. Miss Duke played the child role of Helen Keller in the film. The medals will be presented by Johnny Carson and Hollywood columnist Hedda Hopper during the color telecast. Other recipients of gold medals on the show, as announced, will include Bette Davis, Richard Chamberlain, Suzanne Pleshette and Gary Clarke.

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# NEWS FROM WNBC WNBC-TV

February 21, 1963

ST. JOHN'S UNIVERSITY TO HONOR WNBC-TV'S GABE PRESSMAN  
FOR HIS "DISTINGUISHED SERVICE IN THE FIELD  
OF GOVERNMENT AND PUBLIC ADMINISTRATION"

Gabe Pressman, who covers New York for WNBC-TV, is the winner of the annual award of the Political Science Department of St. John's University for "distinguished service in the field of government and public administration."

The award, recognizing "exceptional contribution toward the betterment of the community, state and nation," will be presented at the Political Science Department's annual dinner in New York May 18.

Announcing the award, the department's chairman, Lorraine R. Colville, said Pressman's work in television has "stimulated interest in government and politics and provided the citizens with information and views so necessary to the maintenance of our democratic society."

With his newsroom-on-wheels, Pressman has become one of New York's best-known TV reporters. His seven-day week on WNBC-TV consists of a Monday-through-Friday local news program (6:30-6:40 p.m.), a Saturday evening local news show (7-7:10 p.m.), and a Sunday appearance as one of the reporters on "Searchlight" (11-11:30 a.m.).

Pressman is a native New Yorker. He graduated from New York University in 1946 and earned a master's degree at Columbia University's Graduate School of Journalism in 1947. He joined WNBC-TV in 1954.

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NBC TELEVISION NETWORK NEWS<sup>2</sup>-X-H

February 25, 1963

PREMIERE

'THE DOCTORS,' NEW MONDAY-THROUGH-FRIDAY DAYTIME SERIES  
OF DRAMAS SET IN A METROPOLITAN HOSPITAL,  
TO START APRIL 1 ON NBC-TV

"The Doctors," a new half-hour dramatic anthology series created especially for daytime television, will premiere on NBC-TV Monday, April 1 as a Monday-through-Friday feature (2:30-3 p.m. EST).

Jock Gaynor, Richard Roat, Margot Moser and Fred J. Scollay will star in the new series of hospital dramas. They will portray, respectively, a surgeon, an internist, a child psychiatrist and a chaplain -- all staff members of a large metropolitan hospital.

The Colgate-Palmolive Co., (through its agency, Ted Bates & Co.), is a major sponsor of the series.

The series, to be taped and telecast from New York, is packaged by Easterly Productions. Orin Tovrov is executive producer, creator and head writer. Tovrov wrote the long-running "Ma Perkins" series on NBC Radio, and was creator-writer for "The Brighter Day" on TV and radio.

Producer will be Jerry Layton, a pioneer TV producer who created the "Rocky King, Detective" series and many other dramatic shows. The new series will have two directors, Carl Genus and

(more)



another to be announced soon. Each will be in charge of a complete dramatic unit, and work on two half-hour dramas will proceed simultaneously in separate studios -- a production plan unique in daytime television. The series stars will be assigned to the units according to script requirements. Layton said the directors would engage in a lively, friendly competition for excellence of production.

Jock Gaynor will portray Dr. William Scott, an intense, dedicated young surgeon about 30 years old, affectionately known to his associates as "Scotty."

Richard Roat will play Dr. Jerry Chandler, a cheerful, youthful-looking specialist in internal medicine who insists that a reassuring smile can have as much therapeutic value as a carload of antibiotics.

Margot Moser will portray Dr. Elizabeth Hayes, an attractive young pediatric psychiatrist who visibly brightens the atmosphere wherever she goes on her hospital rounds.

Fred J. Scollay will play the Rev. Samuel Shafer, a calm and understanding man who serves the spiritual needs of the patients and is called Sam with fond irreverence by his hospital colleagues.

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NBC-New York, 2/25/63



February 25, 1963

NBC INTERNATIONAL AND FUJI BROADCASTING SIGN RENEWAL  
AGREEMENTS PROVIDING FOR NBC NEWS AND PUBLIC AFFAIRS  
TV PROGRAMMING TO BE SHOWN IN JAPAN IN 1963-1964

NBC International has signed renewal agreements with the Fuji Broadcasting Company to supply the Japanese network with NBC news and public affairs TV programming in 1963 and 1964.

Alvin Ferleger, Manager of Sales Development, NBC International, announced that the new contract, which involves more than \$100,000, will include such programs as the "NBC White Paper" and Chet Huntley and David Brinkley specials.

This is the third successive year of informational programming agreements between NBC International and the Fuji Broadcasting Company. Among the NBC specials already seen on the Fuji network to be repeated this season are "East Is West," "The Twisted Cross," "Khrushchev in Berlin," "Our Man in the Mediterranean" and "Freedom Is Sweet and Bitter."

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NBC-TV NETWORK PROGRAM

NEW YORK REPORTERS AND COLUMNISTS LISTED ON WEEK'S

SCHEDULE OF "NEWSPAPER OF THE AIR"

New York newspaper reporters and columnists scheduled to appear on WNBC-TV's "Newspaper of the Air" during the week of Feb. 25-March 1 are:

Monday, Feb. 25 -- Ben Gross of the Daily News, Bob Stewart of the World-Telegram & Sun, Harold Schonberg of the Times and Tom Wolfe of the Herald Tribune.

Tuesday, Feb. 26 -- Ralph Schoenstein of the Journal-American and Howard Tuckner of the Times.

Wednesday, Feb. 27 -- Richard Kluger of the Herald Tribune.

Thursday, Feb. 28 -- Val Adams of the Times, Emily Genauer of the Herald Tribune and Ralph Schoenstein of the Journal-American.

Friday, March 1 -- Richard Kluger of the Herald Tribune.

"Newspaper of the Air" has been telecast Monday through Friday from 5 to 6:30 p.m. EST since the strike-shutdown of all nine New York dailies.

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NBC-New York, 2/25/63



TITLE CHANGE FOR PROGRAM ON "DU PONT SHOW OF THE WEEK"

Shelley Berman Backstage" is the new title of the "Du Pont Show of the Week" program Sunday, March 10 on NBC-TV (10-11 p.m. EST). The program, previously titled "Comedian," is a behind-the-scenes camera study of Shelley Berman at work, and shows the demands made upon a performer and the emotional tension he is under in the serious business of comedy.

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NBC-New York, 2/25/63





ANDY WILLIAMS WILL BE HOST AND STAR OF 12 FULL-HOUR  
MUSICAL SPECIALS IN COLOR ON NBC-TV NEXT SEASON,  
SPONSORED EXCLUSIVELY BY S & H GREEN STAMPS

Andy Williams, one of America's brightest musical stars, will be the host and star of twelve full-hour musical specials in color on NBC-TV next season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network. Mr. Scott said that "The Andy Williams Show" would be sponsored exclusively by S & H Green Stamps and would be seen on various Tuesdays, 10-11 p.m. NYT, between October and May.

Mr. Williams, an established nightclub and recording star, is currently host of his own program on NBC-TV Thursdays, 10-11 p.m. NYT, in color. The program has consistently achieved high audience levels, often leading the time period in the National Nielsen ratings.

Mr. Williams came to national prominence through a combination of TV appearances and hit records. In 1954 he became a featured vocalist on NBC-TV's "Tonight" show, and made guest starring appearances on TV's most popular musical variety programs. He later starred in two NBC-TV color specials, "Andy Williams in Music from Shubert Alley," and "Andy Williams as 'The Man in the Moon'."

"The Andy Willimas Show" will be produced by Barnaby Productions and will originate in Hollywood.

The Order for S & H Green Stamps was placed through Sullivan, Stauffer, Colwell & Bayles.

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NBC-New York, 2/26/63



February 26, 1963

NBC INTERNATIONAL CONCLUDES BIGGEST TV  
PROGRAMMING SALE EVER MADE IN BRAZIL

NBC International has concluded the biggest television programming sale ever made in Brazil, it was announced today by George A. Graham, Jr., Board Chairman, NBC International. Seven series were sold to the TV Excelsior Network for more than a half-million dollars.

The contract for the record-breaking transaction was negotiated while Mr. Graham and Joseph M. Klein, President, NBC International, were in Rio de Janeiro on their tour of Latin American television markets.

"This sale is outstanding, not only for its volume," Mr. Graham said, "but also as an indication of Brazil's appetite for a variety of programming. The shows we sold include drama, informational, adventure and children's series. In the comparatively new Latin American television markets, it is encouraging to see the healthy growth of the medium as exemplified by this development in Brazil."

The programs are "Laramie," "Dr. Kildare," "NBC News and Public Affairs Documentaries," "Funny Manns," "Panic," "Bonanza" and "Loretta Young Theatre." All will be dubbed into Portuguese.

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## WSB STATIONS OF ATLANTA HONORED BY NBC AT N. Y. COCKTAIL PARTY

WSB-AM-FM-TV of Atlanta, Ga., which received the coveted Mike Award of the Broadcast Pioneers Monday night (Feb. 25) in New York, and is an affiliate of the National Broadcasting Company, was honored at a cocktail party given by NBC in the Hunt Room of "21" Tuesday evening (Feb. 26).

Tom Knode, Vice President, NBC Station Relations, was host at the event for NBC. Attending were executives of WSB-AM-FM-TV and other Cox Broadcasting Company stations.

The Mike Award is for pioneer stations of "dedicated adherence to quality, integrity and responsibility in programming and management." This is the third year of presentation.

WSB, the first Southern station to receive the Mike Award, was the first Radio station in the South. It began with 100 watts in 1922 and has grown to 50,000-watt 1-A clear channel. WSB-TV was the South's first TV station.

Guests at the cocktail party included:

Mr. and Mrs. James Cox Jr., Board Chairman, Atlanta Newspaper Inc.  
 Mr. and Mrs. Robert Chambers  
 Mr. and Mrs. Gardner Anthony  
 Mr. and Mrs. J. Leonard Reinsch, Executive Director, WSB  
 Mr. and Mrs. Frank Gaither, General Manager, WSB  
 Mr. and Mrs. Lee Morris, Commercial Manager, WSB  
 Mr. and Mrs. Elmo Ellis, Program Manager, WSB  
 Mr. and Mrs. Phil Harrison, Promotion Manager, WSB  
 Mr. and Mrs. Marcus Bartlett, General Manager, WSB-TV  
 Mr. Donald Heald, Sales Manager, WSB-TV  
 Mr. Charles Cash, Promotion Manager, WSB-TV  
 Mr. and Mrs. Joe Dwyer, Finance, WSB-TV  
 Mr. and Mrs. George Henderson, General Manager, WSOC-TV, Charlotte  
 Mr. Henry Sullivan, General Manager, WSOC, Charlotte  
 Mr. and Mrs. James LeGate, Station Director, WCKR, Miami  
 Mr. Milton Komito, General Manager, WCKR, Miami  
 Mr. and Mrs. Stanley Mouse, Commercial Manager, WHIO, Dayton  
 Mr. Robert Moody, Executive Vice President, WHIO, Dayton.

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NBC-New York, 2/26/63





February 26, 1963

NBC TELEVISION PROGRAMS AND PERSONALITIES WIN 14 FIRST PLACES  
(MORE THAN OTHER 2 NETWORKS COMBINED) AND NBC RADIO WINS  
3 FIRST PLACES IN RADIO-TV DAILY'S ALL-AMERICAN AWARDS

NBC Television programs and personalities won 14 first-place awards -- more than the other two networks combined -- and NBC Radio won three first-place awards in the 21st annual All-American Awards Poll announced in the Feb. 25 issue of Radio-Television Daily.

Danny Kaye was voted television's "Man of the Year" for his special program on NBC, and Pauline Frederick was voted radio's "Woman of the Year" for her news reporting on the NBC Radio Network.

A total of 413 radio and TV critics, feature writers and editors serving America's leading newspapers, magazines and fan publications, voted in the All-American Awards Poll.

Other first-place television awards won by NBC:

"Commentator of the Year" -- David Brinkley, of  
NBC-TV's "David Brinkley's Journal" and "The Huntley-  
Brinkley Report"

"Documentary of the Year" -- "The Tunnel"

"Audience Participation and Panel Show of the  
Year" -- "Meet the Press"

"Sportscaster of the Year" -- Mel Allen for NBC-TV's  
coverage of the World Series and Rose Bowl.

"Color Program of the Year" -- "The River Nile"

"Best Filmed Series" -- "The Dick Powell Show"

"Children's Show of the Year" -- "Walt Disney's

Wonderful World of Color"  
(more)



2 - All-American Awards Poll

"Western Show of the Year" -- "Bonanza"

"Best Public Service Programming" -- "The Huntley-  
Brinkley Report"

"Producer of the Year" -- George Schaefer ("Hallmark  
Hall of Fame")

"Director of the Year" -- George Schaefer ("Hallmark  
Hall of Fame")

"Vocalist of the Year - Female"-- Dinah Shore

"Best Orchestra of the Year" -- Skitch Henderson, of  
NBC-TV's "Tonight Show"

Other first-place radio awards won by NBC:

"Sportscaster of the Year" -- Joe Garagiola

"Best Public Service Programming" -- "Meet the Press"

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NBC-New York, 2/26/63





CREDITS FOR 'THE DOCTORS,' NEW HALF-HOUR DRAMATIC  
ANTHOLOGY SERIES ON THE NBC-TV NETWORK

Time: NBC-TV Mondays through Fridays, 2:30-3 p.m.  
EST, premiering April 1, 1963

Stars: Jock Gaynor, Richard Roat, Margot Moser and  
Fred J. Scollay.

Format: Half-hour anthology series of medical dramas,  
set in a large metropolitan hospital, and  
with the four principals alternating daily  
in the leading role. The stars portray,  
respectively, Dr. William Scott, surgeon;  
Dr. Jerry Chandler, internal medicine  
specialist; Dr. Elizabeth Hayes, pediatric  
psychiatrist; and Rev. Samuel Shafer,  
hospital chaplain.

Packaged by: Easterly Productions

Executive producer,  
creator and head writer: Orin Tovrov

Producer: Jerry Layton

Directors: Carl Genus, and another to be announced.

Writers: Orin Tovrov, and various

Production assistants: Elizabeth Blair and Ann Mallard

Sponsors: Colgate-Palmolive (agency, Ted Bates & Co.)  
and various

Unit Manager: Clem Egolf

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NBC-New York, 2/26/63



TITLE CHANGE FOR PROGRAM ON 'DU PONT SHOW OF THE WEEK'

The "Du Pont Show of the Week" presentation Sunday, March 10 on NBC-TV (10-11 p.m. EST) will be titled "Comedian Backstage." This supersedes previously announced titles.

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NBC-New York, 2/26/63



February 27, 1963

PUREX TO SPONSOR 'NBC WHITE PAPER' ON 'THE BUSINESS OF GAMBLING'

Organized gambling, legal and illegal -- which may well be the biggest dollar-volume industry in the nation -- will be the subject of an "NBC White Paper" Sunday, April 28 on NBC-TV (10-11 p.m. EDT).

A presentation of Creative Projects, NBC News, the film report -- titled "The Business of Gambling" -- will focus mainly on the phenomenal growth of organized gambling and its far-reaching effects on the political, economic, social and moral structure of American life. It will examine the relationship of gambling to government and law enforcement, the dependence upon it for business prosperity and tax revenues in many areas, and its influence on individuals, families and communities.

"The Business of Gambling" will be written, produced and directed by Arthur Zegart, who was director and co-writer of "The Battle of Newburgh," an award-winning program in the "NBC White Paper" series last season. Chet Huntley will be the narrator.

The program will be sponsored by the Purex Corporation (through Edward H. Weiss & Co.).

"The question of whether certain forms of gambling should be legalized or whether the spread of gambling should be checked by stricter regulation and enforcement is a matter of growing national

(more)





concern and controversy," said executive producer Irving Gitlin, in charge of Creative Projects. "Those who favor an extension of legalized gambling say it would provide billions of dollars in tax revenue for needed services, stimulate business and eliminate many of the problems resulting from illegal gambling. Those opposing it point out the dangers of making the state a partner with organized gambling in exploiting the weaknesses of its citizens. They claim that legalization increases mass gambling, with dire social and economic consequences to the individual and state.

"Both points of view will be presented in 'The Business of Gambling,' which we hope will cast new light on the complicated issues involved."

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NBC-New York, 2/27/63



## NBC RADIO NETWORK NEWS

February 27, 1963

### NBC RADIO TO REJOIN RADIO ADVERTISING BUREAU

NBC Radio will rejoin the Radio Advertising Bureau, effective March 1, it was announced today by William K. McDaniel, Executive Vice President, NBC Radio Network.

Expressing NBC Radio's enthusiasm about the program planned by Ed Bunker, RAB's new President, Mr. McDaniel said, "We recognize RAB's campaign to promote the success of radio as an advertising medium. We are also totally in concert with Ed Bunker's dedication to the fundamental concept that radio needs better research to measure adequately the medium's complete audience -- in-home, portable, automobile -- in other words, the entire spectrum of the vastly under-rated, underpriced radio circulation.

"We believe that Ed Bunker and his associates at RAB not only will research radio thoroughly, but will do so on a basis which advertisers and agencies will respect and utilize."

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FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

February 27, 1963

MORE HEADLINERS JOIN INTERNATIONAL RADIO AND TV SOCIETY'S  
GOLD MEDAL TRIBUTE TO NBC-TV STAR BOB HOPE

Frances Langford, Rosemary Clooney, Tony Romano and Lionel Hampton and his quartet will join the roster of stars scheduled to entertain at the International Radio and Television Society tribute to NBC-TV star Bob Hope. Other stars, previously announced, are Jack Benny, Marilyn Maxwell, Les Brown and his Band of Renown and NBC-TV and Radio sportscaster Joe Garagiola, who will be emcee of the entertainment.

Hope, who is currently marking his 25th year with NBC, will be awarded the 1963 IRTS Gold Medal for his contribution to the broadcasting industry at its 23rd Anniversary Banquet, at New York's Waldorf-Astoria Hotel, Wednesday, March 6.

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ADDED GUESTS LISTED FOR WNBC-TV'S "NEWSPAPER OF THE AIR"

Added New York newspaper guests scheduled on WNBC-TV's  
"Newspaper of the Air" this week are as follows:

Wednesday, Feb. 27 -- Harriet Van Horne of the World-Telegram  
& Sun, Richard Kluger of the Herald Tribune and Bill Slocum of the  
Mirror.

Thursday, Feb. 28 -- Phyllis Batelle of the Journal-American  
and John Wilson of the Times.

Friday, March 1 -- Bob Williams of the Post, Barnett  
Laschever of the Herald Tribune, Ruth Preston of the Post and Russell  
Baker of the Times.

"Newspaper of the Air" has been broadcast Mondays through  
Fridays from 5 to 6:30 p.m. EST since the strike shutdown of nine  
New York dailies.

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NBC-New York, 2/27/63



February 28, 1963

NBC ANNOUNCES LONG-TERM, MULTI-MILLION DOLLAR AGREEMENTS  
WITH M-G-M AND 20TH CENTURY-FOX FOR TV PREMIERES  
OF 60 MAJOR MOTION PICTURES IN 1963-64

The National Broadcasting Company announced today the completion of long-term, multi-million dollar agreements with Metro-Goldwyn-Mayer and 20th Century-Fox for the television premieres of 60 major motion picture productions on NBC-TV during the 1963-64 season.

The announcement was made by Walter D. Scott, Executive Vice President, NBC Television Network.

The feature films, most of which are 1955 to 1960 releases, the majority in color, will be presented on NBC-TV's highly successful "Saturday Night at the Movies" (9-11 p.m. EST) and "Monday Night at the Movies" (7:30-9:30 p.m. EST), and will feature virtually every top Hollywood star of the past decade.

"We believe these motion pictures are the finest group of films ever assembled for showing on television," Mr. Scott said.

"Thirty are from 20th Century-Fox, which has provided the top quality productions for NBC-TV's 'nights-at-the-movies' this season and last. Thirty more are from Metro-Goldwyn-Mayer, and are the first films from M-G-M ever released for network television.

"Fine motion pictures of recent vintage like these -- many in color and never before exhibited on television -- represent desirable programming. They give viewers in their homes the opportunity to enjoy major productions reflecting great creative resources and talents.

(more)





"The decision to continue both 'Saturday Night at the Movies' and 'Monday Night at the Movies' next season," Mr. Scott said, "was made because of the wide audience appeal of prestige films showcased in prime evening time.

"The most dramatic evidence of this appeal," he pointed out, "was the unprecedented shift in the Monday night audience when NBC presented its first Monday night movie, 'The Enemy Below,' on Feb. 4. In one week -- from Jan. 28 to Feb. 4 -- six million more homes tuned in to NBC-TV between 7:30-9:30 p.m. EST, an increase in audience share of 130 per cent."

The selections from Metro-Goldwyn-Mayer will be made from among such top motion pictures as:

"Adam's Rib" -- Spencer Tracy, Katharine Hepburn, Tom Ewell, July Holliday.

"Annie, Get Your Gun" -- Betty Hutton, Howard Keel, Keenan Wynn.

"The Brothers Karamazov" -- Yul Brynner, Maria Schell, Lee J. Cobb.

"Bad Day at Black Rock" -- Spencer Tracy, Robert Ryan, Walter Brennan.

"Battleground" -- Van Johnson, John Hodiak, James Whitmore, George Murphy.

"Tunnel of Love" -- Doris Day, Richard Widmark.

"Executive Suite" -- William Holden, June Allyson, Fredric March, Shelley Winters.

"The Asphalt Jungle" -- Marilyn Monroe, Sterling Hayden, James Whitmore.

"Father of the Bride" -- Spencer Tracy, Elizabeth Taylor, Joan Bennett.

(more)



### 3 - Movies

"Kiss Me Kate" -- Kathryn Grayson, Howard Keel, Ann Miller.

"The Wreck of the Mary Deare" -- Gary Cooper, Charlton Heston.

"Singin' in the Rain" -- Gene Kelly, Debbie Reynolds, Cyd Charisse, Donald O'Connor..

"The Naked Spur" -- James Stewart, Janet Leigh, Robert Ryan.

"Lust for Life" -- Kirk Douglas, Anthony Quinn, Everett Sloane.

"The Light Touch" -- Stewart Granger, Pier Angeli, George Sanders.

"Man on Fire" -- Bing Crosby, Inger Stevens, E. G. Marshall.

"The Mating Game" -- Debbie Reynolds, Tony Randall, Paul Douglas.

"Never Let Me Go" -- Clark Gable, Gene Tierney.

The 20th Century-Fox films will be selected from among such pictures as:

"Daddy Longlegs" -- Fred Astaire, Terry Moore, Leslie Caron.

"The Rains of Ranchipur" -- Lana Turner, Richard Burton, Michael Rennie.

"Seven-Year Itch" -- Marilyn Monroe, Tom Ewell.

"The Diary of Anne Frank" -- Joseph Schildkraut, Millie Perkins.

"Wild River" -- Montgomery Clift, Lee Remick, Jo Van Fleet.

"Rally Round the Flag, Boys" -- Paul Newman, Joanne Woodward, Joan Collins.

"The Tall Man" -- Clark Gable, Robert Ryan.

"We're Not Married" -- Marilyn Monroe, David Wayne, Ginger Rogers, Mitzi Gaynor.

(more)





"A Man Called Peter" -- Jean Peters, Richard Todd, Richard  
Burton.

"House of Bamboo" -- Robert Stack, Robert Ryan, Shirley  
Yamaguchi.

"Love Is a Many-Splendored Thing" -- William Holden, Jennifer  
Jones.

"The Left Hand of God" -- Humphrey Bogart, Gene Tierney,  
Lee J. Cobb.

"David and Bathsheba" -- Gregory Peck, Raymond Massey, Susan  
Hayward.

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NBC-New York, 2/28/63



## NBC TRADE NEWS

February 28, 1963

### PUREX TO SPONSOR THREE NBC NEWS ORIGINAL TV SPECIALS

- - -

#### Firm to Also Sponsor Spring-Summer Repeat Schedule Of NBC Special Projects and "Project 20" Programs

The Purex Company will sponsor three original NBC News actuality specials during the Spring and Summer, it was announced by Don Durgin, Vice President, NBC Television Network Sales.

The programs are "The Business of Gambling," NBC White Paper (April 28, 10-11 p.m. NYT), "The Quiet Revolution" (May 24, 10 to 11 p.m. NYT) and "Voice of the Desert" (Aug. 22, 10-11 p.m. NYT) -- all produced under the direction of Julian Goodman, Vice President, NBC News.

At the same time Mr. Durgin disclosed the schedule of repeat programs sponsored by Purex in NBC-TV's nighttime schedule this Summer. These include eight of the highly successful "World of..." series, produced by NBC Special Projects and three of the acclaimed NBC "Project 20" series -- all under the direction of Executive Producer Donald B. Hyatt.

The order for the Purex Company was placed by Edward H. Weiss & Co.

The Purex Spring-Summer Schedule on NBC-TV (all times 10 to 11 p.m. NYT):

April 28	Sunday	NBC White Paper -- "Business of Gambling" (NBC News original)
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May 24	Friday	"The Quiet Revolution" (NBC News original)
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(more)



June 27	Thursday	"The World of Bob Hope" (NBC Special Projects)
July 4	Thursday	"The World of Jimmy Doolittle" (NBC Special Projects)
July 11	Thursday	"The World of Jacqueline Kennedy" (NBC Special Projects)
July 18	Thursday	"The World of Maurice Chevalier" (NBC Special Projects)
July 25	Thursday	"The World of Sophia Loren" (NBC Special Projects)
Aug. 1	Thursday	"The World of Billy Graham" (NBC Special Projects)
Aug. 8	Thursday	"The World of Darryl Zanuck" (NBC Special Projects)
Aug. 15	Thursday	"The World of Benny Goodman" (NBC Special Projects)
Aug. 22	Thursday	"Voice of the Desert" (NBC News original)
Aug. 29	Thursday	"The Story of Will Rogers" (NBC Project 20)
Sept. 5	Thursday	"The Circus" (NBC Project 20)
Sept. 12	Thursday	"The Real West" (NBC Project 20)

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NBC-New York, 2/28/63





FROM THE NATIONAL BROADCASTING COMPANY

Thirty Rockefeller Plaza, New York 20, N. Y.

February 28, 1963

ROBERT W. SARNOFF WILL MAKE PRINCIPAL ADDRESS

AT 26TH CHICAGO WORLD TRADE CONFERENCE

His Subject Will Be TV's Role in the American Democracy

Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company, will make the principal address at the 26th Chicago World Trade Conference in Chicago on Tuesday, March 5. His subject will be television's role in the American democracy.

Mr. Sarnoff's speech will be the highlight of the two-day conference, which is jointly sponsored by the Chicago Association of Commerce and Industry and the International Trade Club of Chicago. The conference is an annual event in which more than 1,000 persons participate. It brings to Midwest firms the latest developments in world trade and stimulates international activity on the part of the companies.

The theme of the 26th Chicago World Trade Conference is "Progress and Prosperity Through International Trade." Mr. Sarnoff was invited to address this conference by Carl M. Blumenschein, Co-Chairman of the Chicago World Trade Conference.

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# NBC TELEVISION NETWORK NEWS

February 28, 1963

## NBC NEWS WILL PRESENT A SPECIAL TELECAST DEALING WITH PRESIDENT KENNEDY'S TRIP TO CENTRAL AMERICA

A special half-hour telecast dealing with President Kennedy's trip to Central America will be presented by NBC News Tuesday, March 19 (10:30 p.m. EST).

With Frank McGee as anchorman, the program will be broadcast on the second day of the President's three-day meeting with the heads of six Central American countries in Costa Rica.

Wilson Hall, NBC News correspondent based in Rio de Janeiro, will cover the Central American summit meeting and will appear on the program in filmed segments.

This special telecast will be produced by Chet Hagan. Associate producer Jerry Jacobs will leave for Central America a week before the President's trip to plan film coverage in the countries taking part in the Costa Rica meeting.

Program pre-empts "Chet Huntley Reporting" on this date only.





February 28, 1963

BOB HOPE TO RECEIVE ANNUAL USO AWARD FOR MERITORIOUS  
AND DISTINGUISHED SERVICE TO THE U.S. ARMED FORCES

NBC star Bob Hope will be presented with the annual USO Award for meritorious and distinguished service to the men and women of the U. S. armed forces. The presentation will be made at a dinner in New York's Astor Hotel on March 14.

Announcement of the award was made by Thomas S. Gates, former Secretary of Defense, who is President of the Morgan Guaranty Trust Company of New York and chairman of the dinner committee.

"For the past 21 years Bob Hope has traveled more than a million miles to visit hundreds of military outposts, large and small, all over the world," Mr. Gates said. "His tireless and devoted service to the men and women of the armed forces has rightfully earned him the deep gratitude of millions of Americans."

During the past Christmas season, Hope made his 11th Yuletide "starlift" to entertain GIs overseas. On that tour he traveled 18,000 miles to take his USO Show to a quarter of a million GIs stationed in Japan, Korea, Okinawa, Taiwan, the Philippines and Guam.

Hope, who is marking his 25th year with NBC, will present the season's fourth special "Bob Hope Show" Wednesday, March 13 (NBC-TV, 9-10 p.m. EST). Earlier in the month he will receive the International Radio and Television Society's 1963 Gold Medal for his contribution to the broadcasting industry. That award will be made during the 23rd anniversary banquet of the IRTS at New York's Waldorf-Astoria Hotel March 6.

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'JOHNNY CARSON DAY' TO BE OBSERVED OFFICIALLY IN LOS ANGELES  
- - -  
'Tonight' Star Cannot Attend, But George Jessel Will Sub for Him  
And Visit Carson's Color Show a Week Later to Report on Event

"Johnny Carson Day" in Los Angeles will be celebrated on Tuesday, March 5, according to a proclamation by Mayor Samuel Yorty.

The star of NBC-TV's "Tonight Show Starring Johnny Carson" (Monday through Friday, 11:15 p.m. to 1 a.m. EST, in color) will be unable to attend the festivities at the Hollywood Roosevelt Hotel on that date and has asked comedian George Jessel to stand in for him.

Jessel will attend the luncheon which is being given by the Los Angeles Chamber of Commerce, the Lions Club, Rotary International and the Kiwanis Club of Los Angeles. Later, he will fly to New York where on Tuesday, March 12, he will appear on the "Tonight Show Starring Johnny Carson" to tell about the West Coast celebration.

Carson, whose first venture into network television took place on the West Coast is considered an adopted "favorite son" by TV viewers in California who followed his career closely before he went to New York to do "Who Do You Trust?" for five years on ABC, and then his current NBC-TV "Tonight" series.

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NBC-New York, 2/28/63





NBC COLOR TELEVISION NEWS



February 28, 1963

A HIT SONG SOMETIMES MAKES NEWS, BUT HERE'S  
A NEWS PROGRAM APPARENTLY MAKING A HIT SONG

What could well be the first hit song from the background music of a news program will mark the telecast of "A Country Called Europe," the NBC News special on the Common Market Sunday, March 3 (NBC-TV, 10-11 p.m. EST in color).

Composer Jacques Belasco, who wrote the music for the program, said that he has already had requests for recordings from film editors and others who have heard the music in advance of the telecast.

"They like a theme I call 'Song of Tarranto,'" Belasco says. "I use it behind scenes of the old Europe -- olive groves and the sleepy towns of Southern Italy -- as contrasted with the quick tempos of life elsewhere in the Common Market."

Belasco, who has written the music for such other NBC News specials as "The Way of the Cross" and "Vincent Van Gogh: A Self-Portrait," is a fast man with a score.

Within a recent two-week period, he composed, orchestrated and recorded the music for two full-hour programs -- "A Country Called Europe" and "The Problem with Water Is People."

"That, he says, "is about the equivalent of two symphonies."

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11-WEEK STATISTICS SHOW 364 HOURS, 53 MINUTES  
OF EXTRA NEWS ON WNBC AND WNBC-TV DURING  
STRIKE SHUTDOWN OF NINE N.Y. DAILIES

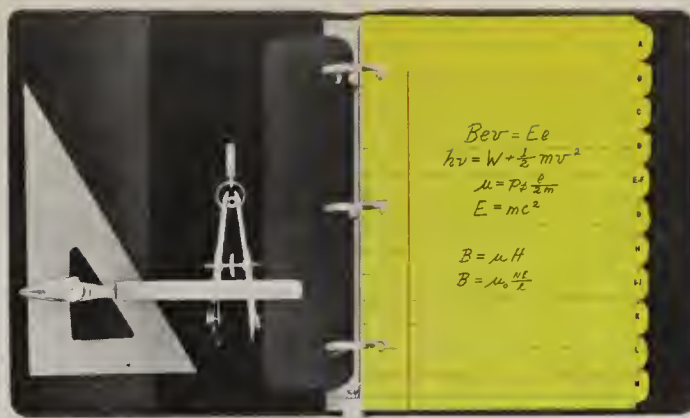
Through the 11th week of the strike shutdown of nine New York dailies, WNBC-TV and WNBC (radio) have broadcast 364 hours, 53 minutes of news that is in addition to regular news programs on both stations.

For this period, from the strike's beginning (Dec. 8) through Feb. 22, WNBC-TV broadcast a total of 118 hours, 15 minutes of regular news and, because of the strike, 159 hours of extra news.

WNBC, for the same period, carried 361 hours, 54 minutes of regular news plus 205 hours, 53 minutes of extra news.

NBC-New York, 2/28/63





CONTINENTAL CLASSROOM

NBC TELEVISION NETWORK

6:00-7:00 AM MON.-FRI.

February 28, 1963

CAN YOU REALLY TEACH WITH TV? -- A PROFESSOR GIVES HIS ANSWER

Can you really teach with TV?

Dr. Frederick Mosteller, the Harvard University professor of mathematics who taught a course in Probability and Statistics in the NBC-TV Network's "Continental Classroom" course two years ago, speaks his mind on the question in an article about the course in a recent issue of The American Statistician.

"I have been seriously asked this question quite often," Dr. Mosteller writes. "My own thoughts continue the question: Can you really teach with that modern mass-media visual aid, the book? How about the major audio-visual aid, the lecture? Personal association? Programmed instruction? As John Kelly said in his 'Continental Classroom' course in Modern Algebra, 'Mathematics is not a spectator sport!' The truth is that scarcely anything else worth learning is either."

And, he adds: "I feel that the student ultimately teaches himself, though there are many possible aids, and I think the most important of these is the live teacher because of his or her potential flexibility to the students' needs."

Dr. Mosteller's two "long run views" are these: "First, preparation for most lecture courses is extensive. In the long run, then, the use of taped and films could release the time of more teachers for closer relations with their students -- I know this is not the immediate

(more)





use as of 1962, but in the long run I think this is a major possibility. My hope is that time would then become available for improved direction of the work of better students, and more help for the ones who need and want it. Real help takes understanding, and real understanding of a student's blocks takes time.

"Second, I see no reason why the lecture portion of most large elementary courses from, say, college sophomore down through the schools could not be handled through TV or films."

In all this, Dr. Mosteller sees no threat to the teacher. "I see an opportunity to come closer to Hopkins' ideal of personal attention -- one student, one teacher, one log," he writes.

Referring specifically to mathematics on TV, Dr. Mosteller notes that the mathematician's dream of an infinitely long blackboard meets with a sharp reversal. "The TV camera likes narrow equations, working from top to bottom and not from left to right," he says. "The problem of masking one's board work by one's body, so annoying in class, is no longer present. The camera seems to be able to see right around your shoulder, and it always has the best seat in the house."

Currently, "Continental Classroom" is offering courses in American Government and in Atomic Age Physics. The former is telecast coast-to-coast in color Monday through Friday at 6:30 a.m. local time; the latter in black and white Monday through Friday at 6 a.m. local time. (American Government was first telecast in 1961-62, Atomic Age Physics in 1958-59.)

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NBC-New York, 2/28/63



SHERMAN ADLER IS APPOINTED ACCOUNT EXECUTIVE,  
SPECIAL PROGRAM SALES, NBC-TV

Appointment of Sherman Adler as Account Executive, Special Program Sales, NBC-TV Network, was announced by Sam K. Maxwell, Jr., Director, Special Program Sales, NBC Television Network.

Mr. Adler is returning to NBC Sales. From 1953 to 1957 he was a Sales Account Executive for NBC Films. Before rejoining NBC, he was Account Executive for nighttime sales with ABC-TV during 1961 and 1962. He was Director of New Business and Client Relations for the New York and Chicago Spot Sales Divisions of CBS-TV from 1957 to 1961.

Mr. Adler began his career in the broadcasting industry as a management trainee at ABC-TV in 1949. Later that year he entered the U. S. Army and was in charge of the radio and television operations at 5th Army Headquarters, Chicago. After his military service, he was a New York Times management trainee. In 1952, he joined General Outdoor Advertising and was named Sales Manager in Memphis, Tenn. He later joined the sales staff of the NBC-affiliated television station in Memphis, WMCT, and subsequently, in 1953, joined NBC Films.

Mr. Adler was graduated by the University of North Carolina in 1949. He was born in Asheville, N.C., and now resides in Garrison, N.Y.

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NBC-New York, 2/28/63

